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NEWSPAPER

Advertising Age

December 24, 1990

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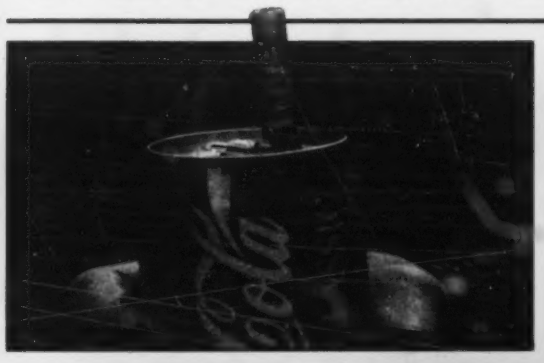
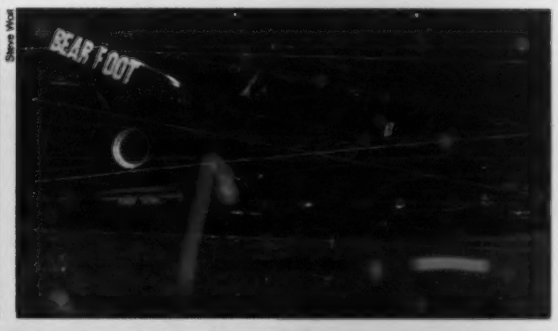
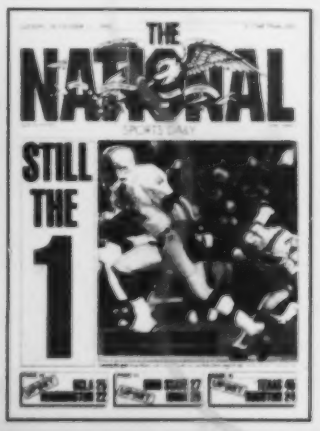


Steve Wisz





NEWS MAKERS 1990

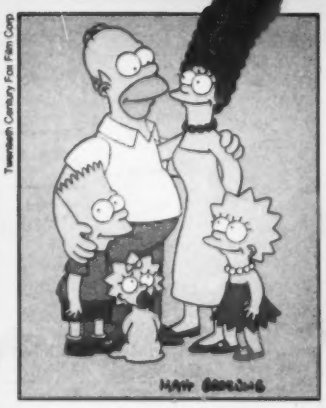
The people, products and events in marketing that made headlines — and what to watch for in 1991.

Richard Foreman-ABC

Doug Goodman

Kelvin Jones

Twentieth Century Fox Film Corp



Michael A. Mercotte

Burger King cuts price P. 2 ▪ **GM unit halts 1st-quarter ads** P. 2 ▪ **Chiat wins two accounts** P. 26

Scali taps Fallon to bolster agency after Volvo fiasco

By Gary Levin

NEW YORK—Scali, McCabe, Sloves has reinforced its management lineup one month after the Volvo ad scandal and a string of account losses.

Patrick Fallon last week became vice chairman of SMS North America, while still remaining chairman of Fallon McElligott. SMS is the holding company for

Steve Wall

P. Fallon M. Sloves

Scali's Canadian offices and flagship New York office. Minneapolis-based Fallon and the Martin Agency in Richmond, Va.

Mr. Fallon said his main task will be to help bolster the beleaguered Scali and restore client confidence in the agency.

In separate developments, Dean Stefanides and Larry Hampel, the senior VP-group creative directors responsible for the Volvo "monster truck"-crushing spot, have left Scali and will join Chiat/Day/Mojo as creative group heads.

In addition, Scali's vice chairman and New York creative director, Robert Levenson, 61, is retiring after three years at the agency. A successor will be chosen by Mr. Fallon and Sam Scali, the agency's president.

Messrs. Stefanides and Hampel supervised all Volvo Cars of North America's advertising, handled by Scali since the agency's founding in 1967. Scali resigned the $40 million account under pressure last month after it was learned the "monster truck" spot had been rigged.

Scali Chairman-CEO Marvin Sloves claimed the agency didn't ask for the team's resignations.

He said an investigation by the agency's law firm has found no evidence that anyone from Scali tampered with the cars used in the ads or gave anyone else permission to do so.

Independent investigations by Volvo and the Federal Trade Commission are continuing.

The agency is struggling to weather controversy over the rigged Volvo ads and to overcome a major account losing streak.

A long-planned majority buyback from London-based WPP Group has been stalled by lack of financing, and agency executives say the recent losing streak and Volvo mess don't make things any easier.

Mr. Sloves said he will now devote his energies to completing the buyback and overseeing Scali's international offices, leaving the flagship office in Mr. Fallon's hands.

"He will obviously continue being in charge of Fallon [McElligott], and he will have complete authority over New York," Mr. Sloves said.

Mr. Fallon, 48, said he's aware

(Continued on Page 25)

Burger King backs low-price Buddies

New year to bring fast-food price fight

By Scott Hume

Burger King Corp. is poised to set a fast marketing pace in January, and other top fast-food chains are expected to follow suit.

The No. 2 burger chain on Jan. 2 will launch a promotion for Burger Buddies that slashes the price of two 1-ounce cheeseburgers to 29¢ with purchase of fries and a soft drink. The current suggested price is 89¢.

The move not only gives Burger King the opportunity to promote a product its competitors don't have, but it also gives the company a product priced below any discount levels offered by rivals. Burger Buddies are also targeted at both adults and children; the price of its Burger Buddies Kids Club meal will also be cut 60¢.

McDonald's Corp. intends to implement a "value pricing" menu in 1991 that could include price reductions on selected items. In many markets, McDonald's has already chopped the prices of its regular hamburger and cheeseburger to 59¢ and 69¢, respectively, about a 20¢ reduction in price.

Both chains are seeking to take sales from PepsiCo's Taco Bell chain and its Value Menu, which prices almost all items at 59¢, 79¢ or 99¢, coupled with occasional discounts of selected items to 49¢.

But the sticking point to other chains' desire to match Taco Bell's low-price strategy has been fear of depressing operators' profits with heavy discounting.

In a memo outlining the Burger Buddies promotion for operators, obtained by *Advertising Age*, Burger King says the promotion's prime selling point is that it "is low-priced so as to be competitive."

Burger King has covered the profitability problem by requiring purchase of any size french fries and any size soft drink—two high-profit items—to get the Burger Buddies discount.

Burger King's memo tells operators the fries/drink/Burger Buddies meal will have an average offer price of $1.71 and food cost of 66¢, yielding a 61.4% profit of $1.05 *(see chart)*.

A 30-second network TV spot, via D'Arcy Masius Benton & Bowles, New York, will support the Burger Buddies promotion from Jan. 2 through Jan. 12.

The spot carries the "Some-

(Continued on Page 25)

How Burger King can still make money on "value pricing"

Value price of three items	
Consumer cost	$1.71
Burger King cost	–.66
Total profit	1.05

* For two
** Ad Age estimated average for small sizes.
Source: Burger King

Graphic by John Hall

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Advertising Age will not publish on December 31. Next issue: January 7

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Vol. 61. No. 53—ADVERTISING AGE (ISSN 0001-8899) is published weekly (except special issues the fourth week in January and the fourth week in September) by Crain Communications Inc. at 740 Rush Street, Chicago, Ill. 60611-2590. Second-class postage paid at Chicago and additional mailing offices. Postmaster: Send address changes to ADVERTISING AGE, Circulation Department, 965 E. Jefferson, Detroit, Mich. 48207. $2.00 a copy, $76 a year, $127 two years. Add $126 per year for air delivery to Europe & Middle East. Add $54 for surface mail to all other foreign countries. WILLIAM STRONG, VP-circulation; DAVE KELLEY, circulation manager. Four weeks' notice required for change of address. Address all subscription correspondence to Circulation Department, Advertising Age, 965 E. Jefferson, Detroit, Mich. 48207 1-800-992-9970. Microfilm copies are available from University Microfilms, 300 N. Zeeb Rd., Ann Arbor, Mich. 48103. Microfiche copies are available from Bell & Howell, Micro Photo Division, Old Mansfield Rd., Wooster, Ohio 44691. AD AGE is available for electronic retrieval on the NEXIS® Service, Mead Data Central, Inc., P.O. Box 933, Dayton, Ohio 45402 (800 227-4908).

ABP MPA ABC

GM group slashes ads

Early '91 cuts may be bad sign for other units

By Raymond Serafin

General Motors Corp.'s automotive components group has suspended almost all first-quarter 1991 advertising as part of a fiscal belt-tightening that could portend cuts in spending for the company's car and truck divisions.

The automotive components group consists of nine divisions that supply parts and systems to GM and other vehicle manufacturers. The divisions combined spend an estimated $15 million on advertising annually, almost all in trade publications.

Sources within GM and in the media say the component divisions are suspending advertising through March 31, except for media buys that can't be canceled. The divisions are also cutting back on training and travel expenses during the first quarter.

"The divisions have been asked to curtail any discretionary spending during the first part of the year," a spokesman for the automotive components group confirmed. He added that current commitments would be kept.

Agencies that handle GM's vehicle divisions, which spent the lion's share of the company's $1.4 billion ad budget this year, haven't yet been given 1991 budgets.

Some GM agency executives had been told earlier that 1991 ad cuts could total as much as $200 million. But there has been discussion more recently that GM will budget only for the first quarter instead of for the entire year because of the current general economic uncertainty and the possibility of military action in the Persian Gulf in early 1991.

"Nobody is looking forward to the first quarter. Right now, the public is being very cautious about taking on long-term commitments, and GM is doing the same thing."

"We're still waiting to hear," said Richard O'Connor, chairman-ceo of Lintas:Campbell-Ewald, Warren, Mich., agency for Chevrolet. Mr. O'Connor said GM is "concerned about the market softening, but the corporation thinks things will turn [for the better] somewhere near midyear."

So far, agencies are making whatever buys are authorized by GM, and the company's past policy has been to honor any existing contracts even if budgets are cut.

"Nobody is looking forward to the first quarter," said one agency executive, who asked not to be identified. "Right now, the public is being very cautious about taking on long-term commitments, and GM is doing the same thing."

GM Chairman Robert Stempel said earlier this month his company is making its 1991 business plans on projections that industrywide sales of cars and trucks will be only 13.5 million units in 1991, about a 5% decline from a lackluster 1990.

"Calling the market at this point is very uncertain," said Mr. Stempel, who added there's "lots of upside potential" if the Middle East crisis is settled peacefully.

Divisions in GM's automotive components group, and their agencies, are AC Rochester, Delco Moraine NDH, Delco Products and Delco Remy, all handled by Lintas:Campbell-Ewald; Central Foundry, by Scott & Miller Group, Saginaw; Harrison Radiator, by Leo Burnett USA, Southfield; Inland Fisher Guide, no agency; Packard Electric, by Mis-

(Continued on Page 25)

Advertising Age's annual rankings

Who was on top in media, marketing, agencies and research companies

Top direct response agencies

Rank '89	Rank '88	Agency, headquarters	Direct response billings 1989	1988	% chg
1	1	**Ogilvy & Mather Direct**, New York	$304,980	$272,000	12.1
2	2	**Wunderman Worldwide**, New York	262,391	266,100	(1.4)
3	4	**FCB/Direct**, Los Angeles	227,800	200,700	13.5
4	3	**Rapp Collins Marcoa**, Chicago	226,000	236,300	(4.4)
5	5	**Direct Marketing Group**, New York	149,600	152,900	(2.2)
6	6	**Grey Direct International**, New York	119,000	108,000	10.2
7	7	**Kobs & Draft Advertising**, Chicago	116,900	90,215	29.6
8	17	**Lintas:Marketing Communications**, New York	107,522	50,900	111.2
9	8	**Barry Blau & Partners**, Fairfield, Conn.	101,175	85,304	18.6
10	13	**HDM Worldwide Direct**, Los Angeles	92,401	57,094	61.8
11	10	**Devon Direct Marketing & Advertising**, Berwyn, Pa.	82,000	66,200	23.9
12	9	**Bronner Slosberg Associates**, Boston	79,789	68,824	15.9
13	12	**Customer Development Corp.**, Peoria, Ill.	68,873	58,096	18.6
14	22	**Kresser, Craig/D.I.K.**, Santa Monica, Calif.	66,249	42,638	55.4
15	19	**DMCA Direct**, Bridgetown, Mo.	61,345	47,085	30.3
16	14	**Lowe Direct**, New York	55,000	55,000	0.0
17	11	**Saatchi & Saatchi Direct**, Rochester, N.Y.	54,911	59,148	(7.2)
18	18	**Lally, McFarland & Pantello**, New York	54,400	50,400	7.9
19	16	**Chapman Direct Advertising**, New York	48,198	51,650	(6.7)
20	23	**Ayer Direct**, New York	48,000	40,086	19.7
21	26	**Saugatuck/FKB**, Westport, Conn.	47,676	36,591	30.3
22	24	**GSP Marketing Services**, Chicago	43,448	39,400	10.3
23	20	**McCann Direct**, New York	40,000	46,000	(13.0)
24	29	**Walter Latham Co.**, Broadview, Ill.	39,000	33,000	18.2
25	30	**Hill, Holliday, Connors, Cosmopulos**, Boston	35,945	28,805	24.8
26	25	**Ross Roy Group**, Bloomfield Hills, Mich.	35,291	36,632	(3.7)
27	21	**McCaffrey & McCall Direct Marketing**, New York	35,000	43,000	(18.6)
28	67	**Perkins/Butler Direct Marketing**, New York	35,000	7,000	400.0
29	31	**Earle Palmer Brown Direct**, Bethesda, Md.	30,183	25,200	19.8
30	36	**Manus Services Corp.**, Seattle	29,888	22,981	30.1
31	45	**Stenrich Group**, Glen Allen, Va.	29,021	16,659	74.2
32	37	**Steinert & Associates**, New York	27,500	21,277	29.2
33	27	**Della Femina, McNamee**, New York	27,465	35,265	(22.1)
34	32	**DMB&B Direct**, New York	25,773	24,598	4.8
35	33	**Lawrence Butner Advertising**, New York	25,240	24,338	3.7
36	28	**Bozell Direct**, New York	23,300	34,100	(31.7)
37	42	**Brierley & Partners**, Dallas	23,181	17,925	29.3
38	54	**Nash Direct**, New York	21,003	12,042	74.4
39	38	**Advertising Works**, Honolulu	21,000	20,000	5.0
40	55	**Clarion Marketing & Communications**, Greenwich, Conn.	20,707	11,959	73.2
41	34	**Kallir, Philips, Ross**, New York	20,183	23,212	(13.0)
42	47	**Fox MMJM Direct**, New York	20,071	15,007	33.8
43	49	**Jack Levy & Associates**, Chicago	19,871	14,236	39.6
44	44	**Robert A. Becker**, New York	19,500	16,969	14.9
45	40	**Admarketing**, Los Angeles	19,300	18,800	2.7
46	35	**Intergroup Marketing & Promotions**, Bloomfield Hills, Mich.	19,202	23,035	(16.6)
47	43	**Sandven & Associates**, Overland Park, Kan.	18,679	17,775	5.1
48	52	**Wilson Sculley Associates**, St. Louis	18,336	12,511	46.6
49	72	**Williams Television Time**, Santa Monica, Calif.	18,220	5,808	213.7
50	51	**Frank J. Corbett Inc.**, Chicago	18,000	12,900	39.5
51	41	**Cramer-Krasselt/Direct**, Chicago	17,429	18,409	(5.3)
52	39	**Marketing Resources**, Overland Park, Kan.	16,392	19,000	(13.7)
53	46	**Cabot Direct Marketing**, Boston	15,819	15,079	4.9
54	70	**Kern/Mathai Advertising**, Los Angeles	15,750	6,100	158.2
55	50	**McClure & Co.**, Valley Forge, Pa.	15,001	13,406	11.9
56	60	**Martin Marshall Jaccoma Mitchell**, New York	15,000	10,000	50.0
57	56	**Tracy-Locke Direct**, Dallas	14,400	11,400	26.3
58	61	**More Direct**, Minneapolis	13,584	9,034	50.4
59	53	**Hal Langerman Company**, Blue Bell, Pa.	12,656	12,287	3.0
60	48	**Townsend Agency**, Rosemont, Ill.	12,413	14,686	(15.5)
61	NA	**William R. Biggs/Gilmore Associates**, Kalamazoo, Mich.	10,269	NA	NA
62	59	**Gross Townsend Frank Hoffman**, New York	10,000	10,000	0.0
63	NA	**Berenson, Isham & Partners**, Boston	9,967	NA	NA
64	57	**Stone & Simons Advertising**, Southfield, Mich.	9,827	10,972	(10.4)
65	65	**Ad Hoc Marketing Resources**, New York	9,620	7,260	32.5
66	62	**McKee Advertising**, Elk Grove Village, Ill.	9,469	9,023	4.9
67	76	**Deutsch Inc.**, New York	8,828	4,506	95.9
68	58	**Abelson-Taylor**, Chicago	8,761	10,041	(12.7)
69	85	**Ketchum Communications**, Pittsburgh	8,678	4,162	108.5
70	66	**Lortz Direct Marketing**, Omaha	8,651	7,084	22.1
71	98	**W.B. Doner & Co.**, Southfield, Mich.	8,189	3,040	169.3
72	64	**Kiemtner Advertising**, New York	7,900	7,900	0.0
73	90	**Messner Vetere Berger Carey Schmetterer**, New York	7,500	3,800	97.4
74	142	**Wyse Direct**, Cleveland	7,150	500	1,330.0
75	87	**Lave & Associates Marketing**, Indianapolis	6,690	3,916	70.8
76	68	**AC&R Direct Marketing**, New York	6,646	6,549	1.5
77	69	**Modular Direct Promo Group**, New York	6,595	6,219	6.0
78	71	**Smith Lask Associates**, Chicago	6,413	5,965	7.5
79	75	**Fletcher, Gampper & Wirth**, Kansas City, Mo.	6,411	4,881	31.3
80	135	**Creswell, Munsell, Fultz & Zirbel**, Cedar Rapids, Iowa	6,338	732	765.6
81	84	**Direct Marketing Network**, New York	5,887	4,214	39.7
82	100	**Carmichael Lynch**, Minneapolis	5,770	2,708	113.1
83	80	**Ronald James Direct**, Englewood, Colo.	5,519	4,336	27.3
84	83	**Girgenti, Hughes, Butler & McDowell**, New York	5,030	4,250	18.4
85	82	**Pihas, Schmidt, Westerdahl Co.**, Portland, Ore.	5,028	4,289	17.2
86	77	**Ally & Gargano**, New York	5,000	4,500	11.1
87	78	**William Douglas McAdams Inc.**, New York	5,000	4,500	11.1
88	73	**Sheldon Fredericks Advertising**, Stamford, Conn.	4,988	5,373	(7.2)
89	79	**Medicus Intercon International**, New York	4,831	4,379	10.3
90	86	**Creative Direct Marketing Group**, Torrance, Calif.	4,613	4,159	10.9

Notes: Dollars are in thousands. This table is an updated version from the Direct Response Report (AA, May 21).

Top U.S. research companies

Rank '89	Rank '88	Company, headquarters	Gross U.S. research revenues 1989	1988	% chg
1	1	**A.C. Nielsen Co.**, Northbrook, Ill.	$426.0	$387.0	10.1
2	2	**Arbitron Co.**, New York	290.0	320.0	(9.4)
3	3	**IMS International**, New York	181.0	164.0	10.4
4	4	**Information Resources Inc.**, Chicago	113.8	99.3	14.6
5	5	**Westat**, Rockville, Md.	65.9	64.5	2.2
6	6	**M/A/R/C**, Irving, Texas	53.2	51.1	4.1
7	7	**Maritz Marketing Research**, Fenton, Mo.	46.1	40.6	13.5
8	10	**MRB Group**, New York	44.6	36.8	21.4
9	8	**NFO Research**, Greenwich, Conn.	42.0	39.9	5.3
10	9	**Market Facts**, Chicago	39.0	37.8	3.1
11	12	**Elrick & Lavidge**, New York	38.0	31.5	20.6
12	11	**NPD Group**, Port Washington, N.Y.	34.7	34.5	0.6
13	13	**Burke Marketing Research**, Cincinnati	27.1	28.6	(5.2)
14	16	**Walker Research**, Indianapolis	26.5	21.5	22.8
15	14	**Chilton Research Services**, Radnor, Pa.	21.8	23.7	(8.0)
16	17	**Starch INRA Hooper**, Mamaroneck, N.Y.	20.5	19.0	7.9
17	15	**Research International**, London	19.8	21.3	(7.1)
18	20	**ASI Market Research**, New York	17.4	14.7	18.4
19	19	**Decision Research Corp.**, Lexington, Mass.	15.9	14.9	6.7
20	24	**National Research Group**, Los Angeles	15.3	12.1	26.4
21	23	**Mediamark Research**, New York	15.2	13.0	17.3
22	22	**Birch/Scarborough Research**, Coral Springs, Fla.	14.2	13.2	7.6
23	21	**Harte-Hanks Marketing Services**, River Edge, N.J.	13.5	13.4	0.7
24	18	**National Analysts**, Philadelphia	13.4	15.3	(12.5)
25	26	**Custom Research**, Minneapolis	12.9	10.8	19.7
26	30	**Millward Brown**, Naperville, Ill.	11.7	9.0	30.4
27	29	**J.D. Power & Associates**, Agoura Hills, Calif.	11.5	9.6	19.8
28	27	**Data Development Corp.**, New York	10.6	10.4	1.9
29	31	**Lieberman Research West**, Los Angeles	9.8	8.9	9.7
30	28	**Wirthlin Group**, McLean, Va.	9.5	9.7	(1.7)
31	25	**Market Opinion Research**, Detroit	8.5	11.4	(25.3)
32	33	**Guideline Research Corp.**, New York	8.5	8.2	3.7
33	34	**Total Research Corp.**, Princeton, N.J.	8.3	7.5	11.6
34	36	**Conway/Milliken & Associates**, Chicago	8.1	6.8	18.2
35	32	**Louis Harris & Associates**, New York	7.8	8.3	(6.0)
36	35	**McCollum/Spielman Worldwide**, Great Neck, N.Y.	7.3	7.2	1.4
37	38	**Newman-Stein**, New York	6.8	6.3	7.9
38	39	**Marketing Research Services**, Cincinnati	6.7	6.1	9.8
39	40	**Vanderveer Group**, Fort Washington, Pa.	6.6	6.1	9.2
40	37	**CLT Research Associates**, New York	6.6	6.5	1.5
41	41	**Response Analysis Corp.**, Princeton, N.J.	6.4	6.0	6.6
42	42	**Field Research Corp.**, San Francisco	6.3	5.2	21.4
43	44	**Marketeam/Doane Marketing Research**, St. Louis	5.2	5.0	4.2
44	43	**AHF Marketing Research**, New York	5.1	5.0	0.6
45	45	**Oxtoby-Smith**, New York	5.0	5.0	0.0

Notes: Dollars are in millions. Figures are AA estimates. This table is an updated version from Research Business Report (AA, June 11).

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100 leading media companies ..... Page 21
Best of Advertising Age/Gallup ..... Page 22

Compiled by: Kenneth Wyse AA chart: Kevin Brown

Top 100 agencies worldwide by gross income

Rank	Agency, headquarters	Worldwide gross income			Worldwide billings			U.S. gross income			U.S. billings		
		1989	1988	% chg	1989	1988	% chg	1989	1988	% chg	1989	1988	% chg
1	**Dentsu**, Tokyo	$1,316.4	$1,176.2	11.9	$10,063.2	$8,939.3	12.6	NA	NA	NA	NA	NA	NA
2	**Saatchi & Saatchi Advertising Worldwide**, New York	890.0	740.5	20.2	6,049.9	5,053.9	19.7	$395.2	$326.3	21.1	$2,778.9	$2,209.6	25.8
3	**Young & Rubicam**, New York	865.4	757.6	14.2	6,250.5	5,390.3	16.0	409.5	372.8	9.9	3,114.8	2,791.8	11.6
4	**Backer Spielvogel Bates Worldwide**, New York	759.8	689.8	10.2	5,143.2	4,677.9	9.9	310.7	282.7	9.9	2,158.0	1,964.2	9.9
5	**McCann-Erickson Worldwide**, New York	715.5	656.8	8.9	4,772.3	4,381.0	8.9	209.1	197.0	6.1	1,394.8	1,314.0	6.1
6	**Ogilvy & Mather Worldwide**, New York	699.7	635.2	10.1	4,828.0	4,110.1	17.5	305.1	281.1	8.6	2,104.4	1,874.9	12.2
7	**BBDO Worldwide**, New York	656.6	585.9	12.1	4,550.0	4,051.2	12.3	373.6	340.5	9.7	2,656.0	2,414.3	10.0
8	**J. Walter Thompson Co.**, New York	626.4	559.3	12.0	4,407.5	3,857.5	14.3	266.5	257.5	3.5	1,851.0	1,787.9	3.5
9	**Lintas:Worldwide**, New York	593.3	537.6	10.4	3,957.6	3,585.6	10.4	224.9	201.7	11.5	1,499.9	1,345.4	11.5
10	**Hakuhodo**, Tokyo	585.5	522.2	12.1	4,449.2	3,939.1	12.9	NA	NA	NA	NA	NA	NA
11	**DDB Needham Worldwide**, New York	552.9	399.9	38.2	4,095.4	3,020.3	35.6	302.9	244.4	24.0	2,386.3	1,929.3	23.7
12	**Foote, Cone & Belding Communications**, Chicago*	510.9	483.9	5.6	3,413.9	3,242.5	5.3	280.5	273.7	2.5	1,871.2	1,825.8	2.5
13	**Grey Advertising**, New York	498.9	432.8	15.3	3,267.4	2,886.5	13.2	240.7	227.9	5.6	1,605.3	1,520.3	5.6
14	**Leo Burnett Co.**, Chicago	483.8	428.4	12.9	3,245.5	2,865.1	13.3	288.8	263.4	9.6	1,945.3	1,765.0	10.2
15	**D'Arcy Masius Benton & Bowles**, New York	471.5	428.7	10.0	3,803.1	3,360.8	13.2	232.3	209.6	10.8	2,055.3	1,794.2	14.6
16	**EWDB Worldwide**, Paris	381.0	NA	NA	2,702.3	NA	NA	82.4	NA	NA	684.0	NA	NA
17	**Publicis-FCB Communications B.V.**, Paris **(49% FCB)**	358.8	337.0	6.5	2,405.4	2,278.6	5.6	4.3	2.7	61.0	31.7	19.0	66.8
18	**N W Ayer**, New York	210.5	185.2	13.6	1,398.2	1,347.7	3.7	128.8	127.8	0.8	859.1	946.7	(9.3)
19	**Bozell**, New York	190.7	179.2	6.4	1,400.0	1,283.0	9.1	155.4	150.3	3.4	1,165.0	1,090.0	6.9
20	**RSCG**, Paris	175.3	151.6	15.7	1,234.3	1,128.2	9.4	27.3	18.2	49.6	216.8	151.9	42.7
21	**Tokyu Agency**, Tokyo	156.2	134.6	16.0	1,259.4	1,115.2	12.9	NA	NA	NA	NA	NA	NA
22	**Dai-Ichi Kikaku**, Tokyo	[illegible]	141.9	9.8	1,053.0	977.7	7.7	NA	NA	NA	NA	NA	NA
23	**Daiko Advertising**, Osaka, Japan	[illegible]	139.7	8.9	1,214.1	1,126.7	7.8	NA	NA	NA	NA	NA	NA
24	**Chiat/Day/Mojo**, Venice, Calif.	150.0	110.0	36.4	1,060.0	838.0	26.5	106.0	77.0	37.7	785.0	603.5	30.1
25	**Lowe International**, London*	137.8	NA	NA	918.6	NA	NA	42.0	NA	NA	279.9	NA	NA
26	**Wells, Rich, Greene**, New York*	132.5	125.1	5.9	885.0	835.9	5.9	132.5	125.1	5.9	883.0	833.9	5.9
27	**Scali, McCabe, Sloves**, New York	127.0	107.0	18.7	870.1	770.6	12.9	79.0	71.8	9.9	590.3	559.7	5.5
28	**TBWA Advertising**, New York	123.7	97.4	27.0	827.0	671.9	23.1	33.2	23.1	43.8	221.6	154.1	43.8
29	**Ketchum Communications**, Pittsburgh	117.8	109.9	7.1	915.7	776.0	18.0	112.9	102.1	10.6	854.9	726.0	17.7
30	**Asatsu**, Tokyo	113.9	102.7	10.8	837.3	740.4	13.1	NA	NA	NA	NA	NA	NA
31	**Yomiko Advertising**, Tokyo	100.3	90.0	11.5	753.5	660.3	14.1	NA	NA	NA	NA	NA	NA
32	**Ross Roy Group**, Bloomfield Hills, Mich.	97.7	85.2	14.6	651.1	568.1	14.6	97.7	85.2	14.6	651.1	568.1	14.6
33	**I&S Corp.**, Tokyo	94.7	83.2	13.9	770.2	692.9	11.2	NA	NA	NA	NA	NA	NA
34	**MPM Propaganda**, Sao Paulo	83.9	NA	NA	220.7	NA	NA	NA	NA	NA	NA	NA	NA
35	**Asahi Advertising**, Tokyo	82.9	70.7	17.3	509.4	440.3	15.7	NA	NA	NA	NA	NA	NA
36	**BDDP**, Paris	79.2	69.3	14.2	527.9	462.5	14.2	NA	NA	NA	NA	NA	NA
37	**Cheil Communications**, Seoul	64.0	44.7	43.1	247.5	194.1	27.5	NA	NA	NA	NA	NA	NA
38	**Nihon Keizaisha Advertising**, Tokyo	56.3	47.1	19.6	337.3	283.0	19.2	NA	NA	NA	NA	NA	NA
39	**W.B. Doner & Co.**, Southfield, Mich.	52.1	41.9	24.4	381.0	303.3	25.6	44.2	37.0	19.4	309.0	268.7	15.0
40	**Clemenger/BBDO**, Melbourne **(46.46% BBDO)**	52.0	43.1	20.8	325.1	269.2	20.8	NA	NA	NA	NA	NA	NA
41	**Hill, Holliday, Connors, Cosmopulos**, Boston	51.6	50.2	2.7	344.0	335.0	2.7	43.9	43.1	2.0	293.1	287.4	2.0
42	**Chuo Senko Advertising**, Tokyo	50.6	47.0	7.6	376.4	345.8	8.9	NA	NA	NA	NA	NA	NA
43	**Armando Testa Group Worldwide**, Milan	50.2	47.7	5.2	349.4	323.4	8.1	NA	NA	NA	NA	NA	NA
44	**Sogei Co.**, Tokyo	49.2	39.2	25.7	300.2	263.0	14.2	NA	NA	NA	NA	NA	NA
45	**Orikomi Advertising**, Tokyo	47.5	40.8	16.3	435.8	419.9	3.8	NA	NA	NA	NA	NA	NA
46	**Oricom**, Seoul	45.1	32.5	38.8	173.0	137.0	26.3	NA	NA	NA	NA	NA	NA
47	**Admarketing**, Los Angeles	44.9	40.4	11.1	252.0	224.5	12.2	44.9	40.4	11.1	252.0	224.5	12.2
48	**FCA! Group**, Paris	42.3	NA	NA	281.7	NA	NA	NA	NA	NA	NA	NA	NA
49	**Man-Nen-Sha**, Osaka	42.2	36.4	15.9	550.4	492.9	11.7	NA	NA	NA	NA	NA	NA
50	**Telephone Marketing Programs**, New York	40.5	31.4	29.1	270.0	209.2	29.1	37.8	29.6	27.9	252.1	197.1	27.9
51	**Earle Palmer Brown Cos.**, Bethesda, Md.	40.1	36.2	10.8	310.5	271.1	14.5	40.1	36.2	10.8	310.5	271.1	14.5
52	**Collett Dickenson Pearce**, London	39.1	31.9	22.5	269.6	216.1	24.7	NA	NA	NA	NA	NA	NA
53	**Jordan, McGrath, Case & Taylor**, New York	38.5	38.5	0.0	315.0	300.0	5.0	38.5	38.5	0.0	315.0	300.0	5.0
54	**Almap/BBDO**, Sao Paulo **(19.9% BBDO)**	38.0	NA	NA	144.1	NA	NA	NA	NA	NA	NA	NA	NA
55	**Nihon Keizai**, Tokyo	37.2	29.6	25.6	254.8	211.5	20.5	NA	NA	NA	NA	NA	NA
56	**Levine, Huntley, Schmidt & Beaver**, New York	37.1	32.1	15.7	250.3	216.4	15.7	37.1	32.1	15.7	250.3	216.4	15.7
57	**Ally & Gargano**, New York	37.0	34.4	7.6	316.0	295.2	7.0	37.0	34.4	7.6	316.0	295.2	7.0
58	**Kyodo Advertising**, Tokyo	35.3	35.4	(0.1)	265.6	270.0	(1.6)	NA	NA	NA	NA	NA	NA
59	**Tokyu Agency International**, Tokyo **(24.5% DMB&B)**	34.9	30.3	15.0	272.4	233.5	16.7	NA	NA	NA	NA	NA	NA
60	**Laurence, Charles, Free & Lawson**, New York	34.6	41.5	(16.5)	275.2	302.0	(8.9)	34.6	41.5	(16.5)	275.2	302.0	(8.9)
61	**Duailibi Petit Zaragoza Propaganda**, Sao Paulo	34.6	NA	NA	139.6	NA	NA	NA	NA	NA	NA	NA	NA
62	**Hal Riney & Partners**, San Francisco*	33.8	23.0	46.7	225.0	200.0	12.5	33.8	23.0	46.7	225.0	200.0	12.5
63	**Meitsu**, Tokyo	32.0	31.0	3.2	213.1	193.5	10.1	NA	NA	NA	NA	NA	NA
64	**Nationwide Advertising Service**, Cleveland*	31.0	27.8	11.5	206.8	185.4	11.5	31.0	27.8	11.5	206.8	185.4	11.5
65	**Sanko-sha**, Tokyo	28.9	26.4	9.5	190.6	174.1	9.5	NA	NA	NA	NA	NA	NA
66	**Cossette Communications-Marketing**, Toronto	28.3	21.0	34.5	180.7	136.6	32.2	NA	NA	NA	NA	NA	NA
67	**Italia/BBDO**, Milan **(40% BBDO)**	27.7	25.4	8.9	184.2	169.4	8.7	NA	NA	NA	NA	NA	NA
68	**Abbott Mead Vickers, SMS**, London	25.8	23.6	8.9	194.4	177.6	9.4	NA	NA	NA	NA	NA	NA
69	**Direct Marketing Group**, New York	25.7	26.1	(1.5)	149.6	152.9	(2.2)	25.7	26.1	(1.5)	149.6	152.9	(2.2)
70	**Warwick Baker & Fiore**, New York	25.5	24.0	6.3	170.0	160.0	6.3	25.5	24.0	6.3	170.0	160.0	6.3
71	**Gold Greenlees Trott**, London	24.4	22.1	10.4	164.4	142.6	15.3	NA	NA	NA	NA	NA	NA
72	**Norton Publicidade**, Sao Paulo	24.2	NA	NA	96.8	NA	NA	NA	NA	NA	NA	NA	NA
73	**L.G. Ad**, Seoul	24.1	19.0	26.6	160.7	126.9	26.6	NA	NA	NA	NA	NA	NA
74	**Evans Communications**, Salt Lake City	24.0	22.1	8.5	160.0	147.5	8.5	24.0	22.1	8.5	160.0	147.5	8.5
75	**Allen Brady & Marsh**, London*	23.8	22.5	5.7	158.4	149.9	5.7	NA	NA	NA	NA	NA	NA
76	**Dailey & Associates**, Los Angeles	23.3	19.6	18.4	155.2	131.0	18.4	23.3	19.6	18.4	155.2	131.0	18.4
77	**Austin Knight**, London*	23.0	19.1	20.4	153.6	127.6	20.4	NA	NA	NA	NA	NA	NA
78	**McKim Advertising**, Toronto	22.6	22.1	2.7	151.1	147.2	2.6	NA	NA	NA	NA	NA	NA
79	**Griffin Bacal**, New York	22.4	20.0	12.0	176.2	155.8	13.1	20.7	18.4	12.3	162.7	143.9	13.1
80	**Salles/Inter-Americana**, Sao Paulo	22.0	NA	NA	109.9	NA	NA	NA	NA	NA	NA	NA	NA
81	**ARC Advertising**, London*	21.6	13.8	56.3	144.0	92.1	56.3	NA	NA	NA	NA	NA	NA
82	**Bartle Bogle Hegarty**, London	21.4	19.0	12.8	159.2	126.7	25.7	NA	NA	NA	NA	NA	NA
83	**Keller-Crescent Co.**, Evansville, Ind.	21.3	22.0	(3.4)	106.5	110.3	(3.4)	21.3	22.0	(3.4)	106.5	110.3	(3.4)
84	**Yellowhammer Advertising**, London	21.3	17.4	22.4	141.8	115.9	22.4	NA	NA	NA	NA	NA	NA
85	**CFP Alliance**, Paris	21.2	20.3	4.3	141.1	136.1	3.6	NA	NA	NA	NA	NA	NA
86	**Nambokusha**, Tokyo	20.8	15.2	37.2	165.2	117.2	40.9	NA	NA	NA	NA	NA	NA
87	**Neville Jeffress Advertising**, Sydney	20.8	16.6	25.6	138.5	110.7	25.1	NA	NA	NA	NA	NA	NA
88	**Thomas G. Ferguson Associates**, Parsippany, N.J.	20.6	16.9	22.1	120.7	102.1	18.2	20.6	16.9	22.1	120.7	102.1	18.2
89	**GSD&M**, Austin, Texas	20.2	15.3	32.1	150.8	124.1	21.5	20.2	15.3	32.1	150.8	124.1	21.5
90	**Alliance International U.K.**, London	20.1	20.7	(3.1)	133.9	138.2	(3.1)	NA	NA	NA	NA	NA	NA
91	**Bloom Cos.**, Dallas	20.0	22.1	(9.5)	168.2	182.6	(7.9)	20.0	22.1	(9.5)	168.2	182.6	(7.9)
92	**Wyse Advertising**, Cleveland	19.9	15.7	26.5	140.4	105.8	32.8	19.9	15.7	26.5	140.4	105.8	32.8
93	**Geer, DuBois**, New York	19.5	18.0	8.3	130.0	120.0	8.3	19.5	18.0	8.3	130.0	120.0	8.3
94	**Rosenfeld, Sirowitz, Humphrey & Strauss**, New York	19.1	17.4	9.5	127.0	116.0	9.5	19.1	17.4	9.5	127.0	116.0	9.5
95	**Korad Ogilvy & Mather**, Seoul **(30% O&M)**	18.8	14.4	30.8	118.9	90.5	31.4	NA	NA	NA	NA	NA	NA
96	**Richards Group**, Dallas	18.7	15.1	24.3	125.1	101.4	23.4	18.7	15.1	24.3	125.1	101.4	23.4
97	**Osaka Yomiuri Advertising**, Osaka, Japan	18.5	16.2	14.0	142.1	124.6	14.0	NA	NA	NA	NA	NA	NA
98	**Standard Advertising**, Tokyo	18.1	17.7	2.2	146.0	138.4	5.5	NA	NA	NA	NA	NA	NA
99	**Baker Lovick**, Toronto **(49% BBDO)**	17.7	16.3	8.7	118.4	108.9	8.7	NA	NA	NA	NA	NA	NA
100	**Rubin Postaer & Associates**, Los Angeles	17.4	17.5	(0.6)	143.1	128.7	11.2	17.4	17.5	(0.6)	143.1	128.7	11.2

Notes: All figures are U.S. dollars in millions. Percentages and initials in parentheses indicate equity amounts included in other top agencies. * indicates that gross income and/or total volume figures are AA estimates. This table is an updated version from the Agency Income Report (AA, March 26).

100 leading national advertisers by 1989 U.S. ad spending

Rank 1989	Rank 1988	Advertiser, headquarters	Total U.S. ad spending 1989	Total U.S. ad spending 1988*	Total U.S. ad spending % chg	Measured media 1989	Measured media 1988	Worldwide sales 1989	Worldwide sales 1988	Worldwide earnings 1989	Worldwide earnings 1988	U.S. sales 1989	U.S. sales 1988	U.S. sales/ad dollar 1989	U.S. sales/ad dollar 1988
1	1	**Philip Morris Cos.**, New York	$2,072.0	$2,028.4	2.2	$1,124.7	$1,101.0	$44,759.0	$31,742.0	$2,946.0	$2,337.0	$31,233.0	$20,866.0	$15.07	$10.29
2	2	**Procter & Gamble Co.**, Cincinnati	1,779.3	1,655.8	7.5	965.8	898.8	24,081.0	21,398.0	1,602.0	1,206.0	14,962.0	13,312.0	8.41	8.04
3	4	**Sears, Roebuck & Co.**, Chicago	1,432.1	1,031.4	38.8	561.4	404.3	53,794.0	50,251.0	1,509.0	1,454.0	53,794.0	50,251.0	37.56	48.72
4	3	**General Motors Corp.**, Detroit	1,363.8	1,290.6	5.7	999.1	945.5	126,931.9	123,641.6	4,224.3	4,856.3	93,878.4	88,745.1	68.84	68.76
5	5	**Grand Metropolitan**, London	823.3	754.6	9.1	375.1	343.8	15,567.1	10,681.6	863.9	744.1	6,228.2	3,114.6	7.57	4.13
6	9	**PepsiCo**, Purchase, N.Y.	786.1	710.9	10.6	506.4	458.0	15,242.0	12,533.0	901.0	762.0	12,519.4	10,550.6	15.93	14.84
7	8	**McDonald's Corp.**, Oak Brook, Ill.	774.4	728.1	6.4	431.8	406.0	6,142.0	5,566.0	727.0	646.0	3,923.0	3,716.0	5.07	5.10
8	7	**Eastman Kodak Co.**, Rochester, N.Y.	718.8	732.2	(1.8)	235.9	240.3	19,398.0	17,034.0	529.0	1,397.0	10,869.0	10,024.0	15.12	13.69
9	6	**RJR Nabisco**, New York	703.5	740.9	(5.0)	386.3	406.8	12,764.0	12,635.0	2,016.0	1,924.0	NA	NA	NA	NA
10	16	**Kellogg Co.**, Battle Creek, Mich.	611.6	550.1	11.2	428.1	385.1	4,651.7	4,348.8	470.2	480.4	2,940.5	2,766.4	4.81	5.03
11	15	**Nestle SA**, Vevey, Switzerland	608.4	552.8	10.1	311.7	283.2	29,469.9	27,051.0	1,479.8	1,355.0	NA	NA	NA	NA
12	10	**Unilever NV**, London/Rotterdam	604.1	649.1	(6.9)	377.9	406.1	34,434.0	30,980.0	1,687.0	1,510.0	7,426.0	6,189.0	12.29	9.53
13	14	**Ford Motor Co.**, Dearborn, Mich.	602.1	565.2	6.5	460.7	432.4	96,145.9	92,445.6	3,935.0	5,300.2	72,784.0	70,626.0	120.89	124.95
14	11	**Anheuser-Busch Cos.**, St. Louis	591.5	645.9	(8.4)	388.1	423.8	10,283.6	9,705.1	767.2	715.9	NA	NA	NA	NA
15	13	**Warner-Lambert Co.**, Morris Plains, N.J.	585.9	605.6	(3.3)	200.4	207.1	4,195.8	3,908.4	412.7	340.3	2,249.0	2,038.0	3.84	3.37
16	17	**AT&T Co.**, New York	567.7	547.1	3.8	360.2	347.1	36,112.0	35,210.0	2,697.0	(1,669.0)	36,112.0	35,210.0	63.61	64.35
17	18	**Time Warner**, New York	567.5	505.6	12.2	300.7	267.9	10,779.0	9,103.0	(987.0)	(1,137.0)	8,260.0	7,222.0	14.55	14.28
18	12	**K mart Corp.**, Troy, Mich.	561.4	631.7	(11.1)	186.3	209.6	29,533.0	27,301.0	323.0	803.0	29,533.0	27,301.0	52.61	43.22
19	19	**Chrysler Corp.**, Highland Park, Mich.	532.5	476.4	11.8	415.9	372.1	34,922.0	34,148.0	359.0	1,050.0	30,750	30,038	57.75	63.05
20	20	**Johnson & Johnson**, New Brunswick, N.J.	487.1	473.3	2.9	246.6	239.6	9,757.0	9,000.0	1,082.0	974.0	4,881.0	4,576.0	10.02	9.67
21	22	**General Mills**, Minneapolis	471.0	447.8	5.2	355.3	337.8	6,448.3	5,620.6	373.7	315.3	5,796.1	5,071.2	12.31	11.33
22	21	**American Home Products Corp.**, New York	456.1	461.1	(1.1)	257.3	260.1	6,747.0	6,401.5	1,102.2	995.5	4,755.5	4,471.9	10.43	9.70
23	23	**Bristol-Myers Squibb Co.**, New York	451.6	424.2	6.5	235.7	221.4	9,189.0	8,558.0	747.0	1,254.0	6,478.0	6,013.0	14.34	14.18
24	24	**Ralston Purina Co.**, St. Louis	429.5	412.7	4.1	154.6	148.5	6,658.3	5,875.9	422.5	387.8	NA	NA	NA	NA
25	39	**Toyota Motor Corp.**, Toyota City, Japan	417.6	273.0	53.0	292.3	191.1	60,083.9	54,254.0	2,884.3	2,338.0	NA	NA	NA	NA
26	26	**J.C. Penney Co.**, Dallas	407.5	394.8	3.2	158.9	154.0	16,103.0	14,833.0	802.0	807.0	16,103.0	14,833.0	39.51	37.57
27	28	**May Department Stores Co.**, St. Louis	385.7	369.8	4.3	270.0	258.9	9,425.0	8,403.0	515.0	448.0	9,425.0	8,403.0	24.44	22.73
28	27	**Coca-Cola Co.**, Atlanta	385.3	376.7	2.3	229.4	224.3	8,965.8	8,237.8	1,723.8	1,044.7	4,022.2	3,683.6	10.44	9.78
29	32	**Sara Lee Corp.**, Chicago	357.9	324.4	10.3	169.8	153.9	11,600.0	11,700.0	470.3	410.5	NA	NA	NA	NA
30	25	**Quaker Oats Co.**, Chicago	357.8	409.5	(12.6)	179.3	205.2	5,030.6	4,879.4	169.0	203.0	3,610.0	3,629.9	10.09	8.86
31	37	**Sony Corp.**, Tokyo	356.5	275.4	29.4	213.6	165.0	18,343.0	16,261.6	654.8	549.3	5,466.2	4,439.4	15.33	16.12
32	30	**H.J. Heinz Co.**, Pittsburgh	342.3	336.8	1.6	149.2	146.8	6,085.7	5,800.9	504.5	440.2	3,779.9	3,473.3	11.04	10.31
33	34	**Walt Disney Co.**, Burbank, Calif.	338.7	304.5	11.2	178.2	160.2	4,594.3	3,438.2	703.3	522.0	4,594.3	3,438.2	13.57	11.29
34	44	**Dayton Hudson Corp.**, Minneapolis	314.2	240.6	30.6	165.3	126.6	13,644.0	12,204.0	410.0	287.0	13,644.0	12,204.0	43.42	50.72
35	33	**R.H. Macy & Co.**, New York	312.7	310.6	0.7	203.9	202.5	6,974.1	5,729.1	(53.7)	(188.2)	6,974.1	5,729.1	22.30	18.44
36	36	**U.S. Government**, Washington	309.5	294.3	5.2	184.4	175.3	NA	NA	NA	NA	NA	NA	NA	NA
37	46	**Nissan Motor Co.**, Tokyo	300.6	224.9	33.7	237.0	177.3	26,600.0	23,867.0	566.0	424.0	NA	NA	NA	NA
38	43	**Honda Motor Co.**, Tokyo	298.8	243.3	22.8	217.5	177.1	24,385.0	22,084.0	517.0	616.0	NA	NA	NA	NA
39	40	**Campeau Corp.**, Toronto	294.9	260.3	13.3	168.0	148.3	10,439.0	8,668.0	(1,740.0)	(34.0)	10,237.0	8,499.0	34.72	32.65
40	31	**Mars Inc.**, McLean, Va.	293.3	334.5	(12.3)	160.2	182.7	8,000.0	NA	NA	NA	NA	NA	NA	NA
41	35	**Hershey Foods Corp.**, Hershey, Pa.	288.2	294.6	(2.2)	92.5	94.5	2,421.0	2,168.0	171.1	213.9	2,235.7	1,968.6	7.76	6.68
42	42	**American Express Co.**, New York	267.9	247.1	8.4	189.6	174.9	25,047.0	20,895.0	1,157.0	1,038.0	20,617.0	17,040.0	76.95	68.96
43	29	**Colgate-Palmolive Co.**, New York	246.3	351.7	(30.0)	76.2	108.8	5,038.8	4,734.3	280.0	317.8	1,828.0	1,687.2	7.42	4.80
44	38	**General Electric Co.**, Fairfield, Conn.	243.2	274.5	(11.4)	111.1	125.4	54,574.0	50,089.0	3,939.0	3,386.0	48,912.0	46,364.0	201.15	168.91
45	47	**Pfizer**, New York	235.3	217.6	8.1	96.5	89.2	5,671.5	5,385.4	916.5	1,103.8	3,096.6	2,884.2	13.16	13.25
46	45	**Tandy Corp.**, Fort Worth, Texas	232.7	233.5	(0.3)	86.2	86.5	4,499.6	4,180.7	290.3	323.5	4,499.6	4,180.7	19.34	17.91
47	54	**American Stores Co.**, Salt Lake City, Utah	220.0	193.3	13.8	138.6	121.8	22,004.2	18,478.4	118.1	98.3	22,004.2	18,478.4	100.01	95.61
48	63	**MCA Inc.**, Universal City, Calif.	219.9	157.1	40.0	133.4	95.3	3,382.3	2,900.4	191.8	164.9	2,717.8	2,328.1	12.36	14.82
49	65	**Montgomery Ward & Co.**, Chicago	213.6	154.0	38.7	107.2	77.3	5,323.0	5,452.0	151.0	146.0	5,323.0	5,452.0	24.92	35.40
50	51	**Hyundai Group**, Seoul, S. Korea	212.8	204.8	3.9	151.9	146.2	32,200.0	27,000.0	NA	NA	NA	NA	NA	NA
51	48	**ConAgra**, Omaha	211.3	214.0	(1.3)	94.7	95.9	19,763.2	15,406.4	243.7	202.9	19,763.2	15,406.4	93.53	71.99
52	50	**U.S. Dairy Farmers**, Arlington, Va.	205.9	205.5	0.2	111.2	111.0	NA	NA	NA	NA	NA	NA	NA	NA
53	58	**American Brands**, New York	204.2	168.0	21.5	90.7	74.6	11,921.4	11,980.0	630.8	580.0	4,521.7	4,459.7	22.14	26.54
54	41	**SmithKline Beecham**, London	203.2	258.8	(21.5)	108.7	138.5	5,904.0	5,945.0	210.0	593.0	3,101.0	2,587.0	15.26	10.00
55	52	**Adolph Coors Co.**, Golden, Colo.	201.0	200.8	0.1	126.6	126.5	1,763.9	1,521.7	13.1	46.9	1,763.9	1,521.7	8.77	7.58
56	49	**IBM Corp.**, Armonk, N.Y.	196.9	213.1	(7.6)	102.4	110.8	62,710.0	59,681.0	3,758.0	5,806.0	25,745.0	25,320.0	130.76	118.82
57	53	**Campbell Soup Co.**, Camden, N.J.	196.7	194.6	1.1	131.2	129.8	5,205.8	5,672.1	44	13.1	4,527.2	4,233.4	23.02	21.75
58	57	**Revlon Group**, New York	196.5	176.1	11.6	98.1	87.9	2,941.8	2,670.2	113.5	189.0	1,977.7	1,794.8	10.06	10.19
59	66	**B.A.T. Industries**, London	196.4	150.5	30.5	108.2	82.9	36,223.9	31,275.8	3,030.4	2,228.8	7,848.8	5,851.9	39.96	38.88
60	68	**Mazda Motor Corp.**, Hiroshima	196.3	146.9	33.7	143.5	107.4	12,940.0	NA	168.0	NA	NA	NA	NA	NA
61	62	**Gillette Co.**, Boston	185.1	158.1	17.0	97.8	83.5	3,818.5	3,581.2	284.7	268.5	1,348.0	1,251.3	7.28	7.91
62	70	**Philips NV**, Eindhoven, The Netherlands	182.3	145.2	25.5	91.4	72.8	29,960.2	28,039.5	719.4	528.0	6,202.6	5,894.7	34.02	40.59
63	59	**Clorox Co.**, Oakland, Calif.	179.9	165.4	8.8	133.9	123.1	1,484.0	1,356.3	153.6	124.1	1,484.0	1,356.3	8.25	8.20
64	81	**Goodyear Tire & Rubber Co.**, Akron, Ohio	168.3	124.0	35.7	66.8	49.2	10,869.3	10,810.4	206.8	350.1	6,421.3	6,360.7	38.16	51.29
65	76	**CPC International**, Englewood Cliffs, N.J.	166.2	130.9	27.0	60.9	48.0	5,103.0	4,700.0	328.0	289.0	2,260.0	2,044.0	13.59	15.62
66	87	**Marriott Corp.**, Washington	162.0	119.7	35.4	59.4	43.9	7,536.0	6,624.0	177.0	232.0	NA	NA	NA	NA
67	67	**Dow Chemical Co.**, Midland, Mich.	160.2	150.1	6.8	119.2	111.7	17,600.0	16,682.0	2,487.0	2,398.0	8,084.0	7,497.0	50.45	49.96
68	93	**S.C. Johnson & Son**, Racine, Wis.	160.1	109.5	46.2	87.7	60.0	2,500.0	2,500.0	NA	NA	2,500.0	2,500.0	15.62	22.84
69	94	**Subaru of America**, Cherry Hill, N.J.	159.5	108.1	47.6	112.9	76.5	1,718.1	1,695.1	(42.4)	(57.9)	1,718.1	1,695.1	10.77	15.69
70	64	**Mobil Corp.**, Fairfax, Va.	156.3	154.1	1.4	48.0	47.3	58,188.0	54,361.0	1,809.0	2,087.0	19,191.0	17,411.0	122.81	112.99
71	56	**Hasbro**, Pawtucket, R.I.	151.9	176.7	(14.0)	123.6	143.8	1,409.7	1,357.9	92.2	72.4	954.3	925.1	6.28	5.24
72	55	**Schering-Plough Corp.**, Madison, N.J.	150.2	178.6	(15.9)	72.6	86.3	3,157.9	2,969.4	471.3	389.8	1,987.2	1,797.0	13.23	10.06
73	89	**Citicorp**, New York	146.3	119.1	22.9	103.9	84.6	13,752.0	13,018.0	498.0	1,858.0	8,747.0	7,946.0	59.79	66.74
74	82	**Loews Corp.**, New York	143.0	123.3	16.0	79.8	68.8	11,436.7	10,752.5	907.1	908.5	NA	NA	NA	NA
75	73	**Paramount Communications**, New York	141.2	140.3	0.7	85.4	84.9	3,391.6	3,055.9	1,465.4	384.7	NA	NA	NA	NA
76	88	**Hallmark Cards**, Kansas City, Mo.	138.2	119.3	15.8	81.9	70.7	2,500.0	2,300.0	NA	NA	2,500.0	2,300.0	18.09	19.28
77	71	**Seagram Co.**, Montreal	136.8	140.8	(2.8)	101.8	104.8	5,581.8	5,055.7	710.6	589.5	2,742.0	2,469.0	20.04	17.54
78	60	**E.I. du Pont de Nemours & Co.**, Wilmington, Del.	133.2	126.3	5.4	89.0	84.4	35,534.0	32,360.0	2,480.0	2,190.0	21,382.0	19,539.0	160.53	154.66
79	92	**Bell Atlantic Corp.**, Philadelphia	132.0	113.2	16.6	56.7	48.6	11,448.6	10,880.1	1,074.5	1,316.8	11,448.6	10,880.1	86.76	96.11
80	72	**Volkswagen AG**, Wolfsburg, Germany	131.9	140.4	(6.0)	92.3	98.3	34,822.8	27,770.6	553.1	446.3	2,868.3	3,335.0	21.74	23.76
81	96	**Circuit City Stores**, Richmond, Va.	131.2	101.0	29.9	78.7	60.6	2,096.6	1,721.5	78.1	69.5	2,096.6	1,721.5	15.98	17.04
82	85	**AMR Corp.**, Dallas	131.0	120.5	8.7	95.9	88.2	10,479.6	8,824.3	454.8	476.8	10,479.6	8,824.3	80.01	73.21
83	77	**News Corp.**, Sydney	128.9	130.2	(1.0)	123.3	124.5	8,763.3	7,813.2	282.3	496.5	4,930.0	3,739.2	38.25	28.72
84	74	**ITT Corp.**, New York	128.5	135.0	(4.8)	34.0	38.0	20,054.0	19,355.0	922.0	817.0	14,327.0	13,820.0	111.46	102.37
85	86	**UAL Corp.**, Elk Grove Village, Ill.	127.3	120.0	6.2	86.4	81.5	9,793.6	8,981.7	324.2	599.9	9,793.6	8,981.7	76.91	74.88
86	99	**Wal-Mart Stores**, Bentonville, Ark.	127.1	98.2	29.4	51.4	39.7	25,810.7	20,649.0	1,075.9	837.2	25,810.7	20,649.0	203.15	210.35
87	61	**Carter Hawley Hale Stores**, Los Angeles	126.6	158.3	(20.0)	69.1	86.4	2,787.4	2,617.1	13.5	17.7	2,787.4	2,617.1	22.02	16.54
88	69	**Kroger Co.**, Cincinnati	125.5	145.9	(14.0)	56.6	65.8	19,104.0	19,053.0	(72.7)	34.5	19,104.0	19,053.0	152.24	130.58
89	75	**Wm. Wrigley Jr. Co.**, Chicago	124.3	134.1	(7.4)	113.9	122.9	992.9	891.4	106.1	87.2	673.9	594.1	5.42	4.43
90	83	**Levi Strauss & Co.**, San Francisco	123.1	122.9	0.1	51.2	51.1	3,600.0	3,100.0	272.3	NA	NA	NA	NA	NA
91	91	**Wendy's International**, Dublin, Ohio	122.4	114.1	7.3	93.1	86.8	1,069.7	1,062.6	30.4	28.5	NA	NA	NA	NA
92	97	**United Telecommunications**, Shawnee Mission, Kan.	121.3	100.7	20.5	63.5	52.7	7,549.0	6,493.0	362.9	141.8	7,549.0	6,493.0	62.24	64.48
93	60	**Nynex Corp.**, New York	120.7	160.4	(24.8)	62.8	83.4	13,211.0	12,661.0	808.0	1,315.0	13,211.0	12,661.0	109.45	78.91
94	78	**Continental Airlines Holdings**, Houston	119.6	128.8	(7.1)	99.1	106.7	6,684.9	8,572.9	(885.6)	(718.6)	6,684.9	8,572.9	55.88	66.54
95	95	**Delta Air Lines**, Atlanta	116.9	104.9	10.5	87.0	78.7	8,089.5	6,915.4	460.9	306.8	8,089.5	6,915.4	69.76	65.92
96	98	**Daimler-Benz AG**, Stuttgart, Germany	115.5	99.7	15.9	85.6	73.9	40,705.5	42,053.8	3,628.2	973.9	6,944.1	6,761.7	60.10	67.83
97	79	**Bayer AG**, Leverkusen, Germany	112.8	126.6	(11.5)	65.9	74.5	23,071.9	23,155.8	1,127.5	1,082.3	5,426.0	4,319.0	48.46	37.28
98	90	**Whitman Corp.**, Chicago	108.4	115.4	(6.1)	66.4	70.7	3,985.9	3,474.9	228.2	174.3	3,337.0	2,884.9	30.79	25.01
99	100	**Nike Inc.**, Beaverton, Ore.	104.6	73.4	42.6	51.3	36.0	2,235.0	1,711.0	243.0	167.0	1,755.0	1,362.0	16.77	18.56
100	84	**Dr Pepper/Seven Up Cos.**, Dallas	104.3	121.0	(13.8)	67.4	78.2	513.7	310.9	(42.3)	(43.8)	513.7	310.9	4.92	2.57

Notes: Dollars are in millions, except U.S. sales per ad dollar. Ad spending figures are AA estimates. Rankings given for 1988 are pro forma and reflect only companies listed in this table. This table is an updated version from 100 Leading National Advertisers (AA, Sept. 26).

AA chart: Kevin Brown

Top 100 magazines by 1989 gross revenues

Rank 1989	Rank 1988	Magazine, headquarters	Total revenues	'89-'88 % chg	Ad revenues	Ad pages	Subscriber revenues	Newsstand revenues	Paid circulation	Parent company	Telephone
1	1	**TV Guide**, Radnor, Pa.	$928.3	(3.0)	$323.0	3,255.13	$323.5	$281.8	15,867,750	News Corp.	(215) 293-8500
2	2	**Time**, New York	636.5	0.9	373.4	2,733.86	240.0	23.1	4,339,029	Time Warner	(212) 522-1212
3	3	**People**, New York	605.6	4.7	326.2	3,770.81	102.1	177.4	3,270,835	Time Warner	(212) 522-1212
4	4	**Sports Illustrated**, New York	565.9	7.4	336.7	2,981.90	212.2	17.0	3,597,891	Time Warner	(212) 522-1212
5	5	**Reader's Digest**, New York	419.2	1.4	113.6	1,110.27	284.6	21.0	16,343,599	Reader's Digest Association	(212) 953-0030
6	6	**Newsweek**, New York	397.8	3.1	255.9	2,495.29	123.5	18.4	3,180,011	Washington Post Co.	(212) 250-4000
7	8	**Parade**, New York	314.5	18.0	314.5	717.86	NA	NA	32,632,565	Advance Publications	(212) 573-7000
8	9	**Business Week**, New York	298.7	12.8	260.6	4,914.15	33.9	4.2	889,535	McGraw-Hill	(212) 512-2000
9	7	**Better Homes & Gardens**, Des Moines	275.7	2.4	152.4	1,402.00	111.2	12.1	8,005,311	Meredith Corp.	(212) 557-6600
10	10	**Family Circle**, New York	249.3	3.7	152.2	2,018.81	25.9	71.1	5,461,786	New York Times Co.	(212) 463-1000
11	11	**Good Housekeeping**, New York	245.2	9.2	148.0	1,702.03	61.8	35.4	5,152,245	Hearst Corp.	(212) 649-2531
12	12	**U.S. News & World Report**, New York	244.8	9.5	152.8	2,053.17	85.0	6.9	2,209,996	U.S. News & World Report	(212) 326-5300
13	14	**National Geographic**, Washington	226.1	3.4	33.2	271.21	192.9	NA	10,890,660	National Geographic Society	(202) 775-6700
14	13	**National Enquirer**, Lantana, Fla.	219.9	0.3	45.0	1,200.00	13.0	161.9	4,100,740	Macfadden Holdings	(407) 586-1111
15	15	**Woman's Day**, New York	212.8	2.8	135.6	1,790.38	2.0	75.2	4,705,288	Hachette Publications	(212) 767-6000
16	17	**Ladies' Home Journal**, New York	207.2	13.5	104.7	1,616.16	81.6	20.9	5,038,297	Meredith Corp.	(212) 953-7070
17	16	**Cosmopolitan**, New York	204.3	4.6	125.7	2,352.25	12.4	66.1	2,702,125	Hearst Corp.	(212) 649-3316
18	18	**Fortune**, New York	202.7	20.2	168.7	3,775.00	29.9	4.2	668,972	Time Warner	(212) 522-1212
19	19	**Forbes**, New York	195.4	17.5	157.7	3,905.84	33.7	4.0	743,533	Forbes Inc.	(212) 620-2200
20	23	**PC Magazine**, New York	182.8	36.0	147.3	5,766.00	27.2	8.3	732,409	Ziff Communications	(212) 503-5100
21	20	**Star Magazine**, Tarrytown, N.Y.	173.0	9.9	18.1	562.02	14.1	140.8	3,562,367	Macfadden Holdings	(914) 332-5000
22	21	**McCall's**, New York	167.8	6.9	74.8	1,121.18	80.8	12.2	5,088,686	New York Times Co.	(212) 551-9500
23	22	**Money**, New York	143.2	2.4	79.7	1,313.44	52.6	10.9	1,834,618	Time Warner	(212) 522-1212
24	24	**Glamour**, New York	141.9	7.4	88.8	1,959.53	13.6	39.4	2,224,135	Advance Publications	(212) 880-8800
25	25	**Vogue**, New York	140.8	10.6	101.0	3,321.86	12.3	27.4	1,247,920	Advance Publications	(212) 880-8800
26	26	**Redbook**, New York	130.6	7.2	75.0	1,250.80	37.5	18.1	3,901,419	Hearst Corp.	(212) 649-3330
27	27	**New York Times Magazine**, New York	126.8	5.3	126.8	4,036.00	NA	NA	1,663,530	New York Times Co.	(212) 556-1234
28	28	**Cable Guide**, Horsham, Pa.	123.1	3.1	33.8	449.39	89.3	NA	7,437,698	TVSM	(212) 683-6116
29	29	**Penthouse**, New York	118.4	0.0	25.1	619.67	11.2	82.0	1,830,823	General Media	(212) 496-6100
30	31	**Life**, New York	117.1	7.6	56.8	810.96	37.9	22.4	1,749,723	Time Warner	(212) 522-1212
31	30	**Southern Living**, Birmingham, Ala.	113.7	0.3	61.2	1,330.00	46.5	6.0	2,318,841	Time Warner	(205) 877-6000
32	32	**Rolling Stone**, New York	113.0	7.4	71.1	1,964.79	23.7	18.2	1,216,781	Straight Arrow Publishers	(212) 758-3800
33	40	**USA Weekend**, New York	103.8	30.1	103.8	643.68	NA	NA	NA	Gannett Co.	(212) 715-2100
34	33	**Playboy**, Chicago	100.5	1.7	46.5	740.48	54.7	42.9	3,421,203	Playboy Enterprises	(312) 751-8000
35	36	**Modern Maturity**, Lakewood, Calif.	98.9	14.6	47.5	255.95	51.4	NA	21,430,990	AARP	(213) 496-2277
36	37	**Golf Digest**, Trumbull, Conn.	97.5	17.8	64.0	1,333.09	29.3	4.2	1,363,907	New York Times Co.	(203) 373-7000
37	34	**Parents**, New York	95.9	7.7	60.3	1,544.02	32.2	3.3	1,752,697	Gruner & Jahr Publications	(212) 878-8700
38	35	**Smithsonian**, Washington	90.8	4.6	43.8	1,053.24	46.6	0.4	2,342,443	Smithsonian Institution	(202) 786-2900
39	39	**Elle**, New York	88.6	10.7	62.6	2,321.53	7.6	18.3	826,336	Hachette Publications	(212) 767-6044
40	44	**Consumer Reports**, Mt. Vernon, N.Y.	88.2	23.0	NA	NA	85.5	2.7	4,598,804	Consumers Union of U.S.	(914) 667-9400
41	41	**Travel & Leisure**, New York	86.9	10.5	53.3	1,582.00	33.0	0.6	1,111,264	American Express Co.	(212) 382-5600
42	38	**PC Week**, Boston	80.8	(1.6)	80.8	4,760.00	NA	NA	NA	Ziff Communications	(617) 375-4000
43	43	**Country Living**, New York	80.4	12.2	42.6	1,106.38	18.5	19.4	1,801,414	Hearst Corp.	(212) 649-3192
44	50	**Woman's World**, Englewood Cliffs, N.J.	79.8	18.1	2.7	173.00	NA	77.1	1,560,496	Bauer Publishing Co.	(201) 569-6699
45	42	**Mademoiselle**, New York	76.7	1.3	48.7	1,649.46	6.9	21.1	1,162,206	Advance Publications	(212) 880-8800
46	48	**The New Yorker**, New York	75.5	9.2	54.0	2,409.51	19.1	2.4	622,123	Advance Publications	(212) 840-3800
47	53	**Car & Driver**, New York	74.3	15.5	54.3	1,302.28	12.1	7.9	934,377	Hachette Publications	(212) 767-6095
48	45	**Architectural Digest**, Los Angeles	72.9	4.0	46.0	1,892.32	20.3	6.5	628,920	Knapp Communications Corp.	(213) 965-3700
49	46	**Field & Stream**, New York	72.8	4.0	39.9	929.91	30.6	2.3	2,015,577	Times Mirror Co.	(212) 337-6249
50	54	**Prevention**, Emmaus, Pa.	72.1	13.3	19.4	602.70	44.4	8.2	3,134,914	Rodale Press	(215) 967-5171
51	51	**Computerworld**, Framingham, Mass.	70.3	5.0	64.4	4,179.00	5.9	NA	134,133	International Data Group	(800) 343-6474
52	49	**Seventeen**, New York	70.2	1.8	39.6	1,331.70	20.5	10.1	1,766,161	News Corp.	(212) 759-8100
53	55	**GQ**, New York	69.9	10.2	49.9	2,231.04	5.8	14.2	684,403	Advance Publications	(212) 880-8800
54	52	**Ebony**, Chicago	68.7	5.5	38.0	1,149.40	24.6	6.2	1,791,976	Johnson Publishing Co.	(312) 322-9200
55	59	**US**, New York	67.3	16.3	22.4	761.48	26.1	18.8	1,365,892	Straight Arrow Publishers	(212) 836-9200
56	47	**Sunset**, Menlo Park, Calif.	67.3	(3.8)	44.4	1,503.31	20.8	2.1	1,393,015	Time Warner	(415) 321-3600
57	65	**Bride's**, New York	65.6	24.3	55.3	3,358.86	0.7	9.6	361,130	Advance Publications	(212) 880-8800
58	57	**Self**, New York	65.5	11.4	42.3	1,347.88	9.3	13.8	1,213,314	Advance Publications	(212) 880-8800
59	58	**Soap Opera Digest**, New York	63.2	8.5	5.8	469.25	12.1	45.4	2,100,508	News Corp.	(212) 645-2100
60	61	**New York Magazine**, New York	58.7	6.5	47.4	3,094.86	9.1	2.2	432,993	News Corp.	(212) 880-0700
61	62	**Inc.**, Boston	58.7	9.1	46.6	1,231.46	10.5	1.5	630,203	Goldhirsh Group	(617) 227-4700
62	73	**Modern Bride**, New York	57.6	19.8	47.5	2,459.00	0.6	9.5	396,095	Reed International	(212) 779-1999
63	63	**Bon Appetit**, Los Angeles	56.5	5.0	31.0	1,053.67	22.5	3.0	1,248,884	Knapp Communications Corp.	(212) 687-1255
64	NA	**First for Women**, Englewood Cliffs, N.J.	56.1	NA	14.0	411.00	NA	42.1	3,509,688	Bauer Publishing Co.	(212) 953-3344
65	NA	**Highlights for Children**, Columbus, Ohio	55.9	NA	NA	NA	55.9	NA	2,800,000	Highlights for Children	(614) 486-0631
66	76	**BYTE**, Petersborough, N.H.	55.8	20.6	44.3	4,000.00	8.9	2.6	461,124	McGraw-Hill	(603) 924-9281
67	94	**Vanity Fair**, New York	55.4	45.2	41.6	1,487.42	5.6	8.2	741,747	Advance Publications	(212) 880-8800
68	69	**Road & Track**, Newport Beach, Calif.	55.0	10.3	37.7	1,297.30	10.0	7.4	708,223	Hachette Publications	(714) 720-5300
69	71	**Travel Weekly**, Secaucus, N.J.	54.7	10.4	54.0	4,991.79	0.7	NA	44,506	Reed International	(201) 902-1500
70	72	**1001 Home Ideas**, New York	54.3	9.8	19.0	699.74	34.2	1.2	1,603,099	Family Media	(212) 799-6200
71	66	**Popular Mechanics**, New York	54.3	3.4	28.7	929.01	19.4	6.2	1,650,693	Hearst Corp.	(212) 649-3076
72	70	**Popular Science**, New York	54.2	8.9	26.8	949.26	22.3	5.1	1,818,403	Times Mirror Co.	(212) 779-5000
73	81	**Golf**, New York	54.2	24.5	32.8	1,159.86	18.2	3.2	1,019,379	Times Mirror Co.	(212) 779-5000
74	60	**Sporting News**, St. Louis	54.1	(2.5)	9.1	586.76	40.1	4.9	710,452	Times Mirror Co.	(314) 997-7111
75	64	**Jet**, Chicago	53.5	(0.2)	17.9	1,115.50	25.0	10.6	860,671	Johnson Publishing Co.	(312) 322-9200
76	68	**Harper's Bazaar**, New York	52.6	4.9	36.0	1,454.78	7.0	9.1	735,738	Hearst Corp.	(212) 903-5000
77	56	**Globe**, Boca Raton, Fla.	51.9	(12.2)	1.0	81.10	1.2	49.7	1,329,413	Globe Communications Corp.	(407) 997-7733
78	78	**Esquire**, New York	51.4	14.2	38.0	1,331.10	9.7	3.1	733,675	Hearst Corp.	(212) 459-0600
79	85	**Metropolitan Home**, Des Moines	51.1	20.0	35.7	1,220.31	12.5	2.9	708,949	Meredith Corp.	(515) 284-3000
80	77	**New Woman**, New York	50.3	9.2	23.4	1,007.32	11.9	15.1	1,390,830	News Corp.	(212) 685-4790
81	67	**Barron's**, New York	49.8	(2.9)	25.3	1,846.50	12.3	12.2	244,922	Dow Jones & Co.	(212) 808-7200
82	74	**Outdoor Life**, New York	49.7	6.3	27.7	942.14	19.5	2.5	1,507,529	Times Mirror Co.	(212) 779-5000
83	75	**Omni**, New York	48.6	4.5	22.0	716.19	16.4	10.2	925,436	General Media	(212) 496-6100
84	89	**Endless Vacation**, Indianapolis	47.7	16.7	3.9	332.21	43.7	0.1	744,523	Endless Vacation Publications	(317) 871-9555
85	82	**Gourmet**, New York	47.6	9.6	31.6	1,315.43	12.4	3.5	807,377	Advance Publications	(212) 371-1330
86	86	**Muscle & Fitness**, Woodland Hills, Calif.	47.5	12.7	21.0	1,512.00	4.3	22.2	591,832	I. Brute Enterprises	(818) 595-0474
87	83	**Town & Country**, New York	47.5	9.5	36.3	1,665.58	8.3	2.9	427,180	Hearst Corp.	(212) 903-5000
88	90	**Motor Trend**, Los Angeles	47.4	16.9	32.0	1,025.80	7.5	7.9	818,021	Petersen Publishing Co.	(213) 854-2222
89	88	**PC World**, San Francisco	46.7	13.3	30.7	2,037.00	12.9	3.1	526,064	International Data Group	(415) 243-0500
90	79	**Restaurants & Institutions**, Des Plaines, Ill.	46.0	5.3	46.0	4,530.00	NA	NA	NA	Reed International	(708) 635-8800
91	112	**Computer Shopper**, New York	44.8	52.7	35.1	5,993.00	3.6	6.1	291,528	Ziff Communications	(212) 503-3800
92	87	**House Beautiful**, New York	44.2	5.0	27.3	818.30	10.9	6.0	939,735	Hearst Corp.	(212) 903-5100
93	NA	**CRN/Computer Reseller News**, Manhasset, N.Y.	43.3	NA	43.3	6,262.00	NA	NA	NA	CMP Publications	(516) 562-5000
94	92	**Working Woman**, New York	42.1	7.5	25.0	1,125.03	15.2	1.9	907,945	Lang Communications	(212) 309-9800
95	98	**Hot Rod**, Los Angeles	40.7	15.1	22.7	1,043.90	8.3	9.6	911,667	Petersen Publishing Co.	(213) 854-2222
96	NA	**Electronic Engineering Times**, Manhasset, N.Y.	40.4	NA	40.4	4,809.00	NA	NA	NA	CMP Publications	(516) 562-5000
97	91	**HG-House & Garden**, New York	40.3	0.8	23.5	990.32	12.6	4.3	512,165	Advance Publications	(212) 880-8800
98	97	**Discover**, New York	39.6	10.8	9.6	466.83	23.5	6.4	1,053,034	Family Media	(212) 779-6200
99	99	**W**, New York	39.4	12.0	31.1	1,509.00	6.6	1.6	242,885	Capital Cities/ABC	(212) 741-4277
100	93	**EDN**, Newton, Mass.	39.2	1.7	39.2	6,109.00	NA	NA	NA	Reed International	(617) 964-3030

Notes: Dollars are in millions. All figures are gross and represent AA estimates. This table is an updated version from the Top 300 Magazines report (AA, June 18)

AA chart: Kevin Brown

100 leading media companies by revenue

Rank 1989	Rank 1988	Company, headquarters	Total media revenue 1989	Total media revenue 1988	% chg	Newspaper revenue 1989	Newspaper revenue 1988	Magazine revenue 1989	Magazine revenue 1988	Broadcast* revenue 1989	Broadcast* revenue 1988	Cable TV revenue 1989	Cable TV revenue 1988	Other media revenue 1989	Other media revenue 1988
1	1	**Capital Cities/ABC**, New York	$4,767.0	$4,588.5	3.9	$490.9	$468.9	$376.1	$370.0	$3,584.9	$3,508.5	$315.1	$241.1	—	—
2	2	**Time Warner**, New York	4,575.0	4,142.0	10.5	—	—	1,855.0	1,752.0	—	—	2,720.0	2,390.0	—	—
3	4	**Gannett Co.**, Arlington, Va.	3,518.2	3,314.5	6.1	2,852.0	2,697.9	—	—	408.3	390.5	—	—	$257.9	$226.1
4	3	**General Electric Co.**, Fairfield, Conn.	3,392.0	3,638.0	(6.8)	—	—	—	—	3,392.0	3,638.0	—	—	—	—
5	5	**CBS Inc.**, New York	2,959.9	2,776.8	6.6	—	—	—	—	2,959.9	2,776.8	—	—	—	—
6	7	**Advance Publications**, Newark, N.J.	2,881.7	2,655.5	8.5	1,745.0	1,681.1	841.9	745.0	—	—	294.8	229.4	—	—
7	6	**Times Mirror Co.**, Los Angeles	2,807.1	2,677.9	4.8	2,065.9	1,997.7	305.9	298.5	102.8	99.0	332.5	282.7	—	—
8	11	**TCI**, Denver	2,353.0	1,705.1	38.0	—	—	—	—	—	—	2,353.0	1,705.1	—	—
9	8	**Knight-Ridder**, Miami	2,261.8	2,077.1	8.9	1,988.4	1,917.4	—	—	—	—	—	—	273.4	159.7
10	13	**News Corp.**, Sydney	2,203.0	1,683.3	30.9	284.0	195.7	713.0	509.6	700.0	620.0	—	—	506.0	358.0
11	10	**Tribune Co.**, Chicago	2,098.8	1,985.5	5.7	1,630.7	1,561.7	—	—	468.1	423.8	—	—	—	—
12	9	**Hearst Corp.**, New York	2,094.5	1,986.0	5.5	700.0	689.0	992.5	919.0	270.5	263.0	20.5	15.0	111.0	100.0
13	12	**New York Times Co.**, New York	1,768.9	1,700.1	4.0	1,398.5	1,380.1	295.6	249.1	65.8	62.5	—	—	9.0	8.4
14	14	**Cox Enterprises**, Atlanta	1,664.0	1,578.2	5.4	754.0	739.0	—	—	400.5	367.4	509.5	471.8	—	—
15	15	**Washington Post Co.**, Washington	1,372.9	1,305.6	5.2	726.7	682.7	334.4	327.5	182.5	180.2	129.3	115.2	—	—
16	17	**Thomson Corp.**, Toronto	1,327.6	1,126.0	17.9	594.5	530.0	733.1	596.0	—	—	—	—	—	—
17	18	**Viacom International**, New York	1,198.7	1,113.8	7.6	—	—	—	—	146.1	141.2	1,052.6	972.6	—	—
18	16	**E.W. Scripps**, Cincinnati	1,180.0	1,133.8	4.1	780.1	770.2	—	—	222.6	214.1	177.3	149.5	—	—
19	19	**Dow Jones & Co.**, New York	975.2	973.1	0.2	941.2	937.1	34.0	36.0	—	—	—	—	—	—
20	22	**Continental Cablevision**, Boston	780.0	622.0	25.4	—	—	—	—	—	—	780.0	622.0	—	—
21	37	**Reed Publishing USA**, Newton, Mass.	730.0	520.0	40.4	—	—	580.0	420.0	—	—	—	—	150.0	100.0
22	26	**Turner Broadcasting System**, Atlanta	728.7	537.6	35.5	—	—	—	—	—	—	728.7	537.6	—	—
23	20	**Ingersoll Publications Co.**, Princeton, N.J.	669.5	645.0	3.8	669.5	645.0	—	—	—	—	—	—	—	—
24	21	**Westinghouse Electric Corp.**, Pittsburgh	646.0	632.8	2.1	—	—	—	—	646.0	632.8	—	—	—	—
25	24	**Advo-Systems**, Windsor, Conn.	617.7	589.0	4.9	—	—	—	—	—	—	—	—	617.7	589.0
26	25	**MediaNews Group**, Dallas	594.2	572.4	3.8	594.2	572.4	—	—	—	—	—	—	—	—
27	23	**Reader's Digest**, Pleasantville, N.Y.	589.4	600.4	(1.8)	—	—	589.4	600.4	—	—	—	—	—	—
28	28	**McGraw-Hill**, New York	557.3	509.8	9.3	—	—	460.0	413.7	97.3	96.1	—	—	—	—
29	32	**Meredith Corp.**, Des Moines, Iowa	531.4	474.7	11.9	—	—	417.1	365.1	114.3	109.6	—	—	—	—
30	40	**Valassis Inserts**, Livonia, Mich.	525.0	400.0	31.3	—	—	—	—	—	—	—	—	525.0	400.0
31	33	**SCI Holdings**, Miami	516.0	472.1	9.3	—	—	—	—	—	—	516.0	472.1	—	—
32	29	**Affiliated Publications**, Boston	515.1	506.5	1.7	435.6	444.5	79.5	62.0	—	—	—	—	—	—
33	39	**Comcast Corp.**, Bala Cynwyd, Pa.	502.0	404.1	24.2	—	—	—	—	—	—	502.0	404.1	—	—
34	27	**United Artists Entertainment Co.**, Denver	501.3	513.6	(2.4)	—	—	—	—	—	—	501.3	513.6	—	—
35	31	**Cablevision Systems Corp.**, Woodbury, N.Y.	492.7	493.5	(0.2)	—	—	—	—	—	—	492.7	493.5	—	—
36	35	**Media General**, Richmond, Va.	451.1	445.0	1.4	298.1	298.9	13.5	13.5	56.2	61.8	83.3	70.8	—	—
37	36	**Freedom Newspapers**, Irvine, Calif.	449.7	432.0	4.1	367.0	353.0	—	—	82.7	79.0	—	—	—	—
38	34	**Harte-Hanks Communications**, San Antonio, Texas	436.3	462.7	(5.7)	319.0	342.4	—	—	24.3	26.0	—	—	93.0	94.3
39	38	**Central Newspapers**, Indianapolis	436.2	417.6	4.5	436.2	417.6	—	—	—	—	—	—	—	—
40	43	**Chronicle Publishing Co.**, San Francisco	421.0	384.0	9.6	247.0	234.0	—	—	99.0	96.0	75.0	54.0	—	—
41	52	**International Data Group**, Framingham, Mass.	420.0	352.0	19.3	—	—	420.0	352.0	—	—	—	—	—	—
42	42	**A.H. Belo Corp.**, Dallas	417.1	385.4	8.2	238.0	220.1	—	—	179.2	165.3	—	—	—	—
43	49	**Landmark Communications**, Norfolk, Va.	414.0	363.6	13.9	341.2	303.5	—	—	29.6	27.9	43.2	32.2	—	—
44	41	**Pulitzer Publishing Co.**, St. Louis	402.2	391.0	2.9	296.8	287.2	—	—	105.4	103.8	—	—	—	—
45	47	**Oklahoma Publishing Co.**, Oklahoma City	399.6	374.0	6.8	127.0	125.0	—	—	159.6	156.0	113.0	93.0	—	—
46	44	**Morris Communications**, Augusta, Ga.	395.3	382.6	3.3	265.5	258.3	—	—	—	—	—	—	129.8	124.3
47	48	**Hachette Publications**, Paris	395.0	366.0	7.9	—	—	395.0	366.0	—	—	—	—	—	—
48	45	**Copley Newspapers**, La Jolla, Calif.	392.9	381.3	3.0	384.5	373.9	—	—	—	—	8.4	7.4	—	—
49	46	**Multimedia Inc.**, Greenville, S.C.	384.7	374.0	2.9	137.9	135.2	—	—	136.9	136.9	109.9	101.9	—	—
50	53	**Reuters Holdings PLC**, London	378.2	351.3	7.7	—	—	—	—	—	—	—	—	378.2	351.3
51	50	**Gillett Holdings**, Denver	367.0	354.0	3.7	—	—	—	—	367.0	354.0	—	—	—	—
52	51	**McClatchy Newspapers**, Sacramento, Calif.	365.6	352.6	3.7	365.6	352.6	—	—	—	—	—	—	—	—
53	54	**Cowles Media Co.**, Minneapolis	329.8	315.0	4.7	280.3	273.0	49.5	42.0	—	—	—	—	—	—
54	55	**Donrey Media Group**, Fort Smith, Ark.	312.2	300.0	4.1	236.8	228.1	—	—	9.7	9.6	11.4	10.3	54.3	52.0
55	57	**Journal Communications**, Milwaukee	285.7	274.9	3.9	232.0	222.2	—	—	53.7	52.7	—	—	—	—
56	58	**Associated Press**, New York	275.7	261.3	5.5	—	—	—	—	—	—	—	—	275.7	261.3
57	59	**3M**, St. Paul	264.6	249.6	6.0	—	—	—	—	—	—	—	—	264.6	249.6
58	61	**Providence Journal Co.**, Providence, R.I.	260.0	243.0	7.0	133.0	133.0	—	—	42.0	32.0	85.0	78.0	—	—
59	60	**National Geographic Society**, Washington	255.5	245.4	4.1	—	—	255.5	245.4	—	—	—	—	—	—
60	63	**Lee Enterprises**, Davenport, Iowa	250.0	234.8	6.5	180.2	166.9	—	—	69.8	67.9	—	—	—	—
61	62	**Chicago Sun-Times Co.**, Chicago	249.5	235.4	6.0	249.5	235.4	—	—	—	—	—	—	—	—
62	64	**Chris-Craft Industries**, New York	246.7	230.6	7.0	—	—	—	—	246.7	230.6	—	—	—	—
63	71	**Ziff Communications**, New York	240.0	200.0	20.0	—	—	240.0	200.0	—	—	—	—	—	—
64	66	**Sammons Communications**, Dallas	239.0	215.8	10.8	—	—	—	—	—	—	239.0	215.8	—	—
65	65	**Blade Communications**, Toledo, Ohio	232.6	225.2	3.3	180.6	174.0	—	—	17.0	16.2	35.0	35.0	—	—
66	75	**Adelphia Communications Corp.**, Coudersport, Pa.	231.5	185.0	25.1	—	—	—	—	—	—	231.5	185.0	—	—
67	74	**Petersen Publishing Co.**, Los Angeles	214.8	186.7	15.0	—	—	214.8	186.7	—	—	—	—	—	—
68	76	**Forbes Inc.**, New York	213.1	181.4	17.5	6.6	6.4	206.5	175.0	—	—	—	—	—	—
69	77	**Maclean Hunter**, Toronto	210.7	186.2	13.2	—	—	79.4	72.1	—	—	131.3	114.1	—	—
70	72	**Times Publishing Co.**, St. Petersburg, Fla.	209.0	194.0	7.7	181.0	169.1	28.0	24.9	—	—	—	—	—	—
71	68	**Dispatch Printing Co.**, Columbus, Ohio	205.4	204.4	0.5	140.0	140.0	2.1	2.1	63.3	62.3	—	—	—	—
72	91	**Edgell Communications**, Cleveland	205.0	148.3	38.2	—	—	205.0	148.3	—	—	—	—	—	—
73	NA	**Family Media**, New York	204.2	165.0	23.8	—	—	204.2	165.0	—	—	—	—	—	—
74	78	**TeleCable Corp.**, Norfolk, Va.	204.0	180.0	13.3	—	—	—	—	—	—	204.0	180.0	—	—
75	70	**Seattle Times Co.**, Seattle	200.0	200.0	0.0	200.0	200.0	—	—	—	—	—	—	—	—
76	67	**Macfadden Holdings**, New York	198.0	209.0	(5.3)	153.0	164.0	45.0	45.0	—	—	—	—	—	—
77	69	**Great American Communications Co.**, Cincinnati	197.7	200.4	(1.3)	—	—	—	—	197.7	200.4	—	—	—	—
78	83	**Century Communications Corp.**, New Canaan, Conn.	186.4	160.0	16.5	—	—	—	—	—	—	186.4	160.0	—	—
79	81	**Cablevision Industries Corp.**, Liberty, N.Y.	185.0	170.2	8.7	—	—	—	—	—	—	185.0	170.2	—	—
80	79	**Patrick Media Group**, Scranton, Pa.	182.0	175.0	4.0	—	—	—	—	—	—	—	—	182.0	175.0
81	80	**Macromedia**, Hackensack, N.J.	180.2	173.4	3.9	152.7	147.1	—	—	27.5	26.3	—	—	—	—
82	93	**U.S. News & World Report**, Washington	170.2	141.8	20.0	—	—	170.2	141.8	—	—	—	—	—	—
83	85	**Times Journal Co.**, Springfield, Va.	166.5	157.1	6.0	166.5	157.1	—	—	—	—	—	—	—	—
84	NA	**Heritage Media Corp.**, Dallas	165.0	46.5	254.8	—	—	—	—	48.9	46.5	—	—	116.1	—
85	87	**Whittle Communications**, Nashville	165.0	152.0	8.6	—	—	98.0	96.6	—	—	10.9	—	56.1	55.4
86	84	**LIN Broadcasting**, New York	162.4	158.4	2.5	—	—	23.4	21.2	139.0	137.2	—	—	—	—
87	89	**General Media International**, New York	160.0	150.0	6.7	—	—	160.0	150.0	—	—	—	—	—	—
88	73	**Howard Publications**, Oceanside, Calif.	160.0	190.0	(15.8)	160.0	155.0	—	—	—	20.0	—	15.0	—	—
89	98	**CMP Publications**, Manhasset, N.Y.	157.5	133.0	18.4	133.4	113.0	24.1	20.0	—	—	—	—	—	—
90	96	**Univision Holdings**, New York	153.1	136.3	12.3	—	—	—	—	153.1	136.3	—	—	—	—
91	90	**Park Communications**, Ithaca, N.Y.	152.5	149.6	1.9	89.9	87.3	—	—	62.6	62.3	—	—	—	—
92	82	**Houston Industries**, Houston, Texas	150.4	162.9	(7.7)	—	—	—	—	—	—	150.4	162.9	—	—
93	92	**Playboy Enterprises**, Chicago	147.7	143.8	2.7	—	—	126.1	120.4	—	—	21.6	23.4	—	—
94	95	**Crain Communications**, Chicago	145.1	137.2	5.8	—	—	144.7	136.8	0.4	0.4	—	—	—	—
95	NA	**Pittway Corp.**, Northbrook, Ill.	144.5	124.6	16.0	—	—	144.5	124.6	—	—	—	—	—	—
96	94	**H&C Communications**, Houston	140.0	140.0	0.0	—	—	—	—	140.0	140.0	—	—	—	—
97	NA	**Straight Arrow Publishers**, New York	135.9	121.8	11.5	—	—	135.9	121.8	—	—	—	—	—	—
98	86	**Bonneville International Corp.**, Salt Lake City	135.7	131.4	3.3	—	—	—	—	135.7	131.4	—	—	—	—
99	100	**Berkshire Hathaway**, Omaha	135.6	131.7	3.0	135.6	131.7	—	—	—	—	—	—	—	—
100	NA	**Ackerley Communications**, Seattle	134.5	124.3	8.2	—	—	—	—	50.1	44.0	—	—	84.4	80.3

Notes: Dollars are in millions. All figures are net revenues and AA estimates. *Broadcast revenues include TV and radio. This table is an updated version from the Top 100 Media Companies (AA, June 25)

Compiled by: Sarah Polster and R. Craig Endicott. **AA chart:** Kevin Brown

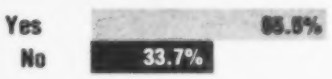
DATA FILE

The Best of Advertising Age/Gallup

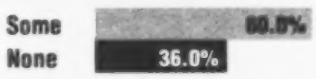
From cartoons to cholesterol, 1990 surveys showed consumer mood

What consumers think about ad warnings

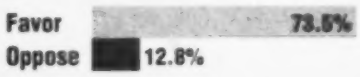
Are you aware of the proposed plan to put health warnings on beer, wine and liquor advertising, similar to the ones currently in place on cigarette advertising and packaging?



Do you think that placing these warning labels on beer, wine and liquor advertising will have some effect or no effect on alcoholic beverage consumption in America?



Do you favor or oppose putting such warnings on beer, wine and liquor advertising?



Do you favor or oppose banning all beer, wine and liquor advertising?

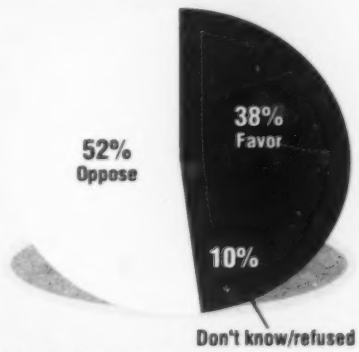
Source: The Gallup Organization

From AA, April 9 — Holly Segurne

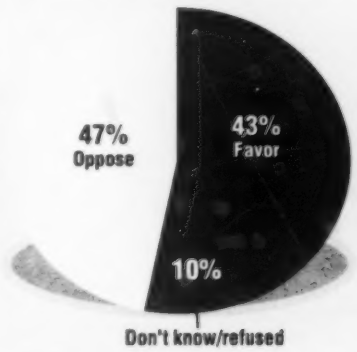
The disposable diaper dilemma

A surprising 38% of 1,029 people surveyed say they favor a tax on disposable diapers and 43% favor a ban.

Do you favor a special tax on sales of disposable diapers?



Do you favor a ban on sales of disposable diapers?



Source: Gallup Organization

From AA, June 11 — John Hall

Who do they love

It's Bugs Bunny's year. Celebrating his 50th birthday, Bugs emerges the clear winner in the popularity poll. Last month, 1,000 adults were asked: "Which one is your favorite cartoon or animated character?"

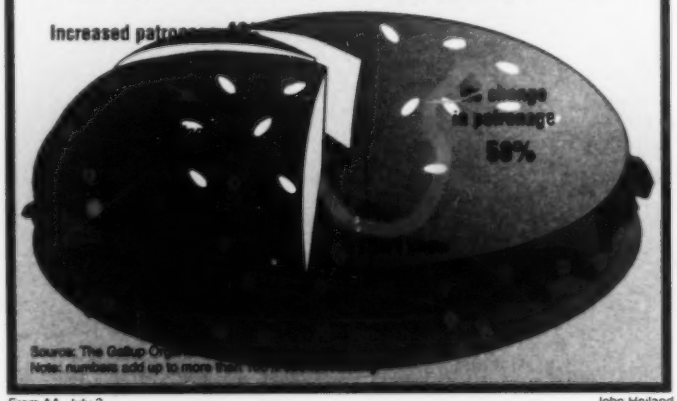
Rank	Character	Share of votes
1	Bugs Bunny	20.5%
2	Mickey Mouse	10.3%
3	Road Runner	5.9%
4	Donald Duck	3.8%
5	Garfield the Cat	3.6%
6	Bart Simpson	1.7%
6	The Flintstones	1.7%
8	Popeye	1.6%
9	Daffy Duck	1.4%
9	Winnie the Pooh	1.4%

Source: Gallup Organization

From AA, Sept. 17

Cholesterol concerns cut fast-food patronage

People who said they were aware of the recent controversy over high fat content in some fast-foods were asked how the criticisms have affected their patronage of fast-food hamburger chains.



Source: The Gallup Or
Note: numbers add up to more than

From AA, July 2 — John Heiland

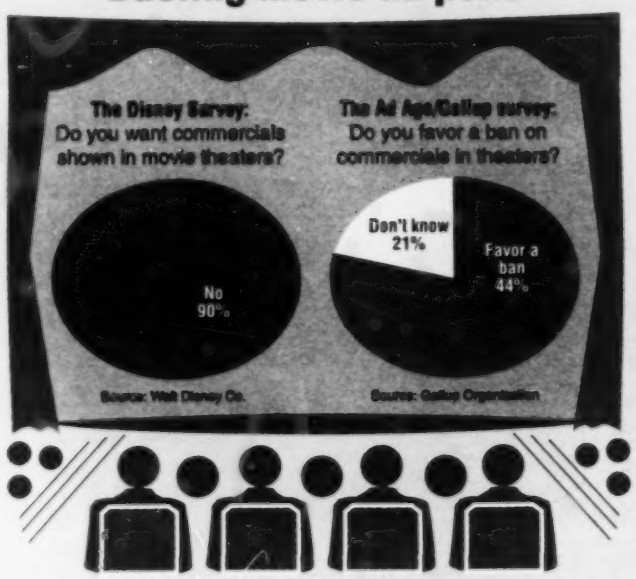
Social responsibility

Last month, 1,050 adults were asked "Does a company that sells its products to minorities have an obligation to return some of its profits to minority communities, or not?"

Source: Gallup Organization

From AA, Oct. 29 — John Heiland

Dueling movie ad polls

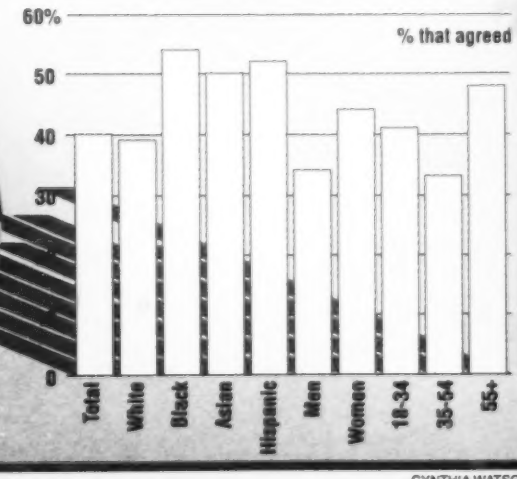


From AA, April 23 — Holly Segurne

Outdoor's defacement dilemma

How strongly do you agree with or disagree with defacing outdoor ads:

Do you agree that any means should be used to get an advertiser to remove an offensive ad:



Source: Gallup Organization survey of 1,000 adults.

From AA, Aug. 13 — CYNTHIA WATSON

NOTE

ONLY THE FOLLOWING PAGES OF THIS

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NEWSPAPER

Advertising Age

January 7, 1991

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Crain's International Newspaper of Marketing • $2.50 • $3.00 in Canada • £3.50 in U.K.

Levine suffers surprise departure of 2 top execs

By Jon Lafayette

NEW YORK—Two top executives at Levine, Huntley, Schmidt & Beaver left the agency in a New Year's surprise last week, forcing the return of two semi-retired principals in an attempt to hold the shop together.

Chairman-CEO Bob Schmidt, 53, left the agency to join client Dreyfus Co. as corporate VP and president of the mutual fund company's sales, marketing and service unit.

At the same time, Creative Director Tony DeGregorio, 44, took a new job as executive creative director at Lintas:New York.

Mr. DeGregorio succeeds Frank DeVito, who continues as president of Lintas:New York but will assume creative responsibilities for key multinational accounts in North and South America.

At first glance, the departures appear to be devastating to a midsize creative shop like Levine Huntley, with billings of $280

(Continued on Page 42)

'Value' strategy to battle recession

An Advertising Age roundup

A growing number of marketers are embracing the idea of value pricing to deal with the current recession and economic uncertainty caused by the Middle East crisis.

Categories including food, automobiles, cosmetics, liquor and hotels are exploring less expensive or "value-price" versions of established brand name products.

This strategy is in stark contrast to the last recession, in the early 1980s, when consumers were given no-name generic products, which they soon rejected.

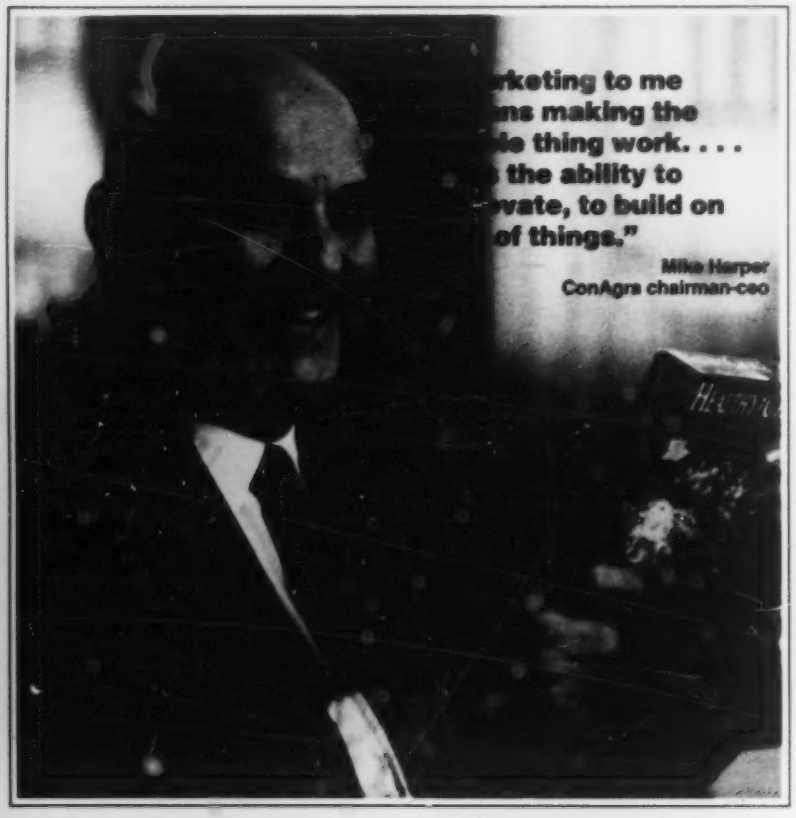
"1991 will be the year of value pricing," said PaineWebber analyst Manny Goldman.

Extending established brands with lower-price versions gives the new products "the imprimatur of a major player" by "carrying cachet and giving consumers confidence [that the new product] is not a mongrel," said Stephen A. Greyser, professor of consumer marketing at Harvard University's Graduate School of Business.

Such "mongrels" have turned consumers away from bargain-basement and no-name brands, said Mona Doyle, a consultant at Consumer Network Inc., a consumer researcher.

"People buying cheaper

(Continued on Page 44)



Harper: ConAgra's Healthy Choice

Adman of the Year leads company's emergence as a food industry giant

By Julie Liesse

When *Advertising Age* chose David Mahoney, chairman of Norton Simon Inc., as its first Adman of the Year back in 1971, Mike Harper was with Pillsbury Co. buying and selling chickens.

During the 20 years that followed, Mr. Harper went on to buy companies and build ConAgra's sales from $600 million in 1974 to an estimated $23 billion this fiscal year.

NSI, meanwhile, was disappearing into Beatrice Cos., and in late 1990, the last part of a divested Beatrice—including the Hunt-Wesson brands originally owned by Mr. Mahoney's old company—became ConAgra's largest acquisition.

"That's sort of a full circle, isn't it?" Mr. Harper asks.

For building Omaha, Neb.-based ConAgra into the nation's No. 2 food company and for shepherding the dazzling success of its Healthy Choice line of foods, Charles M. "Mike" Harper, ConAgra chairman-ceo, is *Advertising Age's* Adman of the Year for 1990.

Although ConAgra's individual brands are recognizable to most consumers, the corporate name isn't. Even many business people are unfamiliar with it.

"You can tell that we take a little bit of pride in being 'ConAgra who?' " Mr. Harper says. "We don't put our corporate name on all our packages, because we don't think it's important. If we did it, it would be only so that we could beat our chests; it doesn't do a damn thing for the consumer."

The company's Beatrice purchase symbolically helped put an end to the deal-making, megamerger-driven '80s, when many of marketing's most precious assets—consumer

(Continued on Page 16)

LAST MINUTE NEWS

'National' may add weekly

NEW YORK—*The National* is developing a weekly edition that could be launched as early as next month, sources at the sports daily said. The All-American edition will be published in conjunction with the daily. Spokesman Stephen Hammond said a weekly is one of several projects being considered but wouldn't release details. *The National* will launch a Philadelphia edition, its 11th, on Jan. 23.

Politicians sue station

ATLANTA—At least eight candidates from the 1990 election have sued a TV station here, saying they were overcharged for political spots. The suit was filed in the State Court of Fulton County by Gov.-elect Zell Miller and others against WXIA, a Gannett-owned NBC affiliate. The plaintiffs are seeking unspecified damages. The other two network affiliates here made voluntary refunds to candidates after an August Federal Communications Commission audit in five markets outside Georgia showed overcharges at 20 stations.

New finance man at JWT

NEW YORK—J. Walter Thompson Co. named Lewis Trencher its new chief financial officer in a move interpreted by some observers as an exertion of pressure by JWT parent WPP Group. Mr. Trencher, 38, who held the same post at WPP Group USA, succeeds Ed Haymes, 50, who's retiring. JWT Chairman-CEO Burt Manning denied speculation the appointment reflects the influence of WPP Chief Executive Martin Sorrell as WPP faces its own financial

(Continued on Page 8)

INSIDE

To regularly receive "Creativity," a special *Ad Age* supplement, contact *Ad Age* Circulation, 965 E. Jefferson St., Detroit 48207. 1-800-992-9970. Starts after Page 24.

Postal hike stuns mailers P. 2 • **TV nets face cuts?** P. 4 • **Promotion Agency of the Year** P. 25

NEWS SUMMARY

■ **Recession marketing tactics** in a number of industries include offering "value-price" versions of established brands rather than generic products. 1

■ **Levine, Huntley, Schmidt & Beaver** lost its chairman, Bob Schmidt, and Creative Director Tony DeGregario, bringing Harold Levine and Allan Beaver back to active duty. 1

■ **Charles M. Harper,** chairman-ceo of ConAgra, is *Advertising Age's* Adman of the Year for 1990. 1

■ **Avon Products** is testing a new program offering consumers the option of ordering products through the mail via an 800 number, in addition to its traditional "Avon lady." 3

■ **Singer Madonna** was 1990's "cover queen," appearing on more national magazine covers than any other celebrity. 3

■ **Domino's Pizza** filed objections with the networks over a Pizza Hut spot showing Domino's delivery employees ordering from Pizza Hut. 3

■ **Robert L. Edgell,** retired chairman-ceo of Edgell Communications, died Jan. 1 after what police said was a suicide plunge from his seventh-floor condominium. 3

■ **The TV networks** should know by mid-January, the cutoff for canceling second-quarter upfront buys, how much inventory they will have to resell this spring. One estimate is between 10% and 15%. 4

■ **Volvo** named three finalists, all New York agencies, to succeed Scali, McCabe, Sloves on its $40 million U.S. account. 4

■ **Carnation Co.** this month starts its first consumer advertising for Good Start formula for newborns. 12

■ **McCracken Brooks Communications,** a Minneapolis-based company, is named Sales Promotion Agency of the Year by *Advertising Age*. 25

■ **Former Iron Curtain countries** are showing a slow pace in developing new media and advertising. 29

■ **The first pan-European soap opera,** "Riviera," makes its debut next month, produced by Interpublic's EC Television and sponsored by Unilever. 29

■ **Magazine ad pages** fell 5.5% in November from a year earlier, according to Publishers Information Bureau. The 11-month total was down 4%. 32

■ **Slim-Fast Foods'** new ad campaign will be used to introduce a variety of Ultra Slim-Fast products. 38

■ **Energizer bunny ads** for the first time made the top 10 list of best-recalled ads in the *Advertising Age* monthly ad-Watch survey of ad awareness. 39

■ **Procter & Gamble** has established an Eastern European division, but the company hasn't made agency assignments yet. 41

■ **Seagram Beverage Co.** is test marketing Taos, a sparkling water drink with 5% alcohol. 43

■ **Lucasfilm Ltd.,** headed by film producer George Lucas, is using its Lucasarts Licensing unit as a merchandising arm to handle non-Lucasfilm properties as well as its own. 46

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Vol. 62 No. 1—ADVERTISING AGE (ISSN 0001-8899) is published weekly (except special issues the fourth week in January and the fourth week in September) by Crain Communications Inc. at 740 Rush Street, Chicago, Ill. 60611-2590. Second-class postage paid at Chicago and additional mailing offices. Postmaster: Send address changes to ADVERTISING AGE, Circulation Department, 965 E. Jefferson, Detroit, Mich. 48207. $2.50 a copy, $79 a year, $130 two years. Add $126 per year for air delivery to Europe & Middle East. Add $54 for surface mail to all other foreign countries. WILLIAM STRONG, VP/circulation; DAVE KELLEY, circulation manager. Four weeks notice required for change of address. Address all subscription correspondence to Circulation Department, Advertising Age, 965 E. Jefferson, Detroit, Mich. 48207 / 800-992-9970. Microfilm copies are available from University Microfilms, 300 N. Zeeb Rd., Ann Arbor, Mich. 48103. Microfiche copies are available from Bell & Howell, Micro Photo Division, Old Mansfield Rd., Wooster, Ohio 44691. AD AGE is available for electronic retrieval on the NEXIS® Service, Mead Data Central, Inc., P.O. Box 933, Dayton, Ohio 45401 (800) 227-4908.

Proposed rate hike stuns direct mailers

By Eric Weissenstein

WASHINGTON—The Postal Rate Commission shocked third-class mailers Friday by recommending a 25% postal rate increase for most advertising mail, which could expedite their exodus to private delivery services.

Rates for second-class mail, which encompasses most newspapers and magazines, would rise 22% under the proposal; the price of a first-class stamp would jump 16% to 29¢.

The recommendations now go to the U.S. Postal Service board of governors, which can accept the proposal or return it for further review. The board's decision is expected to be announced at a meeting scheduled for Jan. 22, a postal service spokesman said.

In defending the PRC's recommendations, Chairman George Haley said the commission "strongly disagrees with—and has therefore rejected—the [postal] service's proposal to shift yet more of the burden onto first-class and away from other classes, third-class bulk mail in particular."

The increase in third-class rates, considerably more than the 17% hike urged by the postal service, left advertising mailers stunned and infuriated, especially at the prospect of a 40% hike for catalog mailers.

"As far as I can tell, and this may sound rather harsh, it smacks of a political decision, not based on the evidence," said Gene Del Polito, executive director of the Third Class Mail Association. "It's biased against third-class and shows an anti-business sentiment."

As for increasing pressure on mailers to look for alternatives to the postal service, Mr. Del Polito said the search is on.

"Without question this increases the likelihood catalogers will take into consideration much more seriously alternatives to the postal service," he said. "We must consider getting out from under the regulated monopoly."

There was some good news for third-class mailers, however. They got increased discounts for automation, including bar-coding of envelopes and fliers, and discounts for delivering mail closer to its final destination and sorted in a predetermined sequence for easier carrier delivery.

The commission also opted to go along with the controversial

(Continued on Page 42)

Lord, HDM to merge

By Jon Lafayette

NEW YORK—Lord Einstein O'Neill & Partners has agreed to merge into HDM, effectively ending the saga of the 1988 walkout that destroyed Lord, Geller, Federico, Einstein.

Details of the deal weren't disclosed, but HDM is expected to acquire the 51% of Lord Einstein not already owned by Young & Rubicam, the co-owner of HDM with Japan's Dentsu.

Chairman Dick Lord—who with Y&R's backing led the walkout of six senior Lord Geller executives after disagreeing with Martin Sorrell, chief executive of parent company WPP Group—will become chairman-ceo of HDM's combined New York and Los Angeles offices, not including HDM Direct.

The agreement in principle to merge came after the president of HDM's office here, Patrick Hillman, left to become president-chief operating officer of McCabe & Co., the new agency established by Scali, McCabe, Sloves founder Ed McCabe.

HDM Chairman Gary Burandt said the agreement was announced earlier than expected because "with ... Patrick's departure, we might as well make it public."

D. Lord

Other management positions at the combined shop haven't been determined, nor has a name been selected for the agency.

Mr. Burandt said the combined operations in New York and Los Angeles would have billings of about $222 million.

HDM had been conducting merger discussions with other New York agencies to build up critical mass but Mr. Burandt said those talks have been put on hold until Lord Einstein can be absorbed.

Paris-based Eurocom, once a partner in HDM, withdrew from the venture and bought HDM's European operations for about $60 million last month. Eurocom had complained HDM was too small in the U.S.

Lord Einstein, 49%-owned by Y&R, was successful immediately after the '88 walkout, pulling some Lord Geller accounts and winning the $25 million Saab-Scania of America account.

The agency, however, was embroiled in protracted litigation by WPP. After paying millions in legal fees, Y&R and Lord Einstein agreed in October 1989 to pay WPP $7 million. Three months later, Lord Einstein lost Saab and billings this year amounted to just over $50 million.

Lord Geller subsequently lost all its major accounts and was merged by WPP in July into what's now Brouillard/LGFE.

There were reports Mr. Lord, 65, was resisting pressure from Y&R Chairman Alex Kroll to merge the agencies (AA, Dec. 24), just as Mr. Lord had resisted Mr.

(Continued on Page 42)

Pepsi's Pottasch to 'retire'

By Patricia Winters

The father of the Pepsi Generation is going into quasi-retirement.

Alan Pottasch, senior VP-worldwide creative at Pepsi-Cola Co., will announce during the company's annual bottlers meeting later this month that he's retiring from his duties at Pepsi North America.

However, he will remain a global consultant to Pepsi-Cola International under President Chris Sinclair, to help Pepsi breathe new life into its global advertising.

Pepsi, a minor international player compared with Coca-Cola Co., has been working to streamline its international advertising and give it a unified voice, look and sound.

Mr. Pottasch has guided Pepsi advertising for some 30 years and is widely recognized as the man behind the "Pepsi generation"—an ad slogan that since its launch in 1963 has become an international symbol of American youth and vigor.

■ **Pepsi, Coca-Cola at the Super Bowl—Page 42.**

"You're going to see that Alan [Pepsi generation] touch in a big way and in a strong way in international advertising," said Rebecca Madeira, Pepsi's public relations director.

Mr. Pottasch's day-to-day ad duties will move to David Novak, exec VP-marketing, who joined Pepsi from sister company Pizza Hut this past summer. Craig Weatherup, Pepsi North America president, is also expected to be more involved in Pepsi advertising.

Insiders said Mr. Pottasch, 63, has wanted more time for himself for a number of years but had postponed plans largely at the behest of former Pepsi CEO Roger Enrico, who moved to PepsiCo's Frito-Lay unit a few weeks ago.

Ms. Madeira said Mr. Pottasch may "entertain the idea" of taking some non-Pepsi clients. Mr. Pottasch was in the Cayman Islands and couldn't be reached for comment.

Through much of the 1980s, the team of Mr. Pottasch, Mr. Enrico and BBDO Worldwide Vice Chairman Phil Dusenberry was a seemingly invincible trio whose advertising was showered with awards. Today, only Mr. Dusenberry remains of the team, though agency executives don't expect a difficult transition, particularly since Mr. Novak worked with BBDO while at Pizza Hut. □

LETTERS

Recalls fair campaign group

Advertising Council President Ruth Wooden's letter (AA, Nov. 26) in response to Bob Garfield's cover story that called for PSAs to remind voters that political campaign spots are "almost never the whole truth" doesn't mention that over a span of several national elections the Ad Council carried a kind of "truth in political advertising" campaign on behalf of the now-defunct, non-partisan Fair Campaign Practices Committee.

FCPC was formed in reaction to public dismay (if not outrage) over the Richard Nixon-Helen Gahagan (Douglas) California congressional contest that launched "Tricky Dick" on his national political career.

The basis of the FCPC pitch was that voters should not cast their ballots for candidates who had not signed the Fair Campaign Practices pledge. In order to make such a program work, however, there needed to be an in-place FCPC grassroots infrastructure to ensure that every candidate got the word and took the pledge. Unfortunately, as public indignation over the Nixon-Gahagan episode died down, so did the infrastructure. By 1976, therefore, we were faced with the hypocritical spectacle of pledge-taker candidates playing dirty pool by accusing their opposites of unfair campaign practices when all that had really happened was that said opposites had never been asked by an FCPC volunteer to sign up. The program had to be withdrawn. Sic transit gloria mundi.

Collingwood Harris
Collingwood Harris Advertising
Baltimore

Overlooked in Detroit

I was very surprised when your Nov. 12 issue appeared focusing on Detroit, but with absolutely no mention of *All Kids Considered*, "The Family Magazine for Southeastern Michigan." Not only is our publication one of the largest parenting publications nationally, but locally we reach over 200,000 parents and educators with every issue. In October, we received the Outstanding Volunteer Award for 1990 from the Neighborhood Services Department of the city of Detroit and we are very active in the greater metropolitan Detroit area as sponsors and participants in a host of events and activities for families.

I believe that your publication was very remiss in omitting our publication from your special focus on Detroit. We are such an integral part of this community, from providing relevant information about parenting and educational resources in our area to having a major presence at several conferences and community events that focus on the family.

Alyssa R. Martina
Publisher
All Kids Considered
Southfield, Mich.

Getting incensed

In Jim Brady's column of Nov. 5, he quotes Bingham Marsh III describing "nuns carrying censors up the runway, incense rising." It would be amusing, certainly, to see a nun coming up a fashion-show runway with a TV network's broadcast-standards department on her back.

I bet Mr. Marsh was thinking of "censers," with an "e" instead of an "o" in the second syllable. Incense containers are "censers," not "censors."

Michael A. Marrero
Cincinnati

Mistreated cat

I was horrified by the ad on the back cover of the Dec. 10 issue (cat about to be sacrificed). . . . This *Penthouse* ad was an unsuitable, unnecessary and offensive addition to your otherwise respectable magazine.

The cat used in the ad had matted fur and an obvious look of discomfort on its face. . . . Adult cats should not be grabbed by the scruff of the neck. Only kittens should be picked up by that method—and only by their mothers.

Adrienne Nardo
Rockaway, N.J.

Too many labels

I just received your Sept. 26 (100 Leading National Advertisers) issue. I wonder how many other of your readers have had a similar problem whenever a *New Yorker* ad appears on the back cover.

The U.S. Postal Service apparently cannot distinguish between the mailing label you affix to your front cover, and the mailing label printed into *The New Yorker* ad. My copy of *Ad Age* took the long way to Montana, first making a stop in Bernard, ME 04612 [the address shown on the mailing label in the ad].

While I'm sure *The New Yorker* was pleased with their back-cover positioning, as a regular reader I was not pleased to receive such an important issue eleven weeks late. Perhaps *The New Yorker* and their advertising agency could be persuaded to be content with inside positions in the future.

Karalee Bancroft
President
Market/Media Analysis
Boulder, Mont.

A costly oversight

Regarding the problems facing Volvo due to their recent fraudulent advertisement: When I worked at a major consumer products company as a sales representative, we were often shown television commercials that were scheduled to run a month or more later. My question is, if, as a sales representative, I was seeing ads that far in advance (and I'm sure it's the same at Volvo), why is it that no one in management, after viewing this commercial in advance, asked, "Can our cars do that?"

At this point in time I don't see how management can blame anyone but themselves for making the ultimate mistake of assuming. It is a shame that many years of great marketing can be tarnished by such an oversight.

Ed Walsh
General manager
Main Street Marketing
Milford, Conn.

In regard to the Volvo incident, why is there so much commotion? This is not to imply that nothing was done wrong, but why is the level of indignation so high? What of other instances of fudging reality?

A current ad shows a sedan that is parachuted to the ground. I sincerely doubt that the Oldsmobile driven out of a cargo plane in the current ad would withstand a landing with just a cute scrunching of its suspension. We know that the car that landed with the smart-looking gentleman is not the one which emerges from the aircraft. If it was the same car, I believe, we would see a nice new Oldsmobile in pieces on the ground.

What of the Ford pickup commercial seen several years back which also showed a vehicle parachuted from the sky? I recall reading in the press a description of the filming preparation that detailed how the engine was removed and the heavier front axle for four-wheel drive was replaced with a plywood cutout for better balance in flight. Wood struts were fitted so as to support the normal suspension. It, too, landed with a bouncy but firm communion with Mother Earth. According to published reports, Volvo was inspired by an actual event and should have said something to that effect. I sincerely doubt that if the consumer saw "A dramatization of an actual event" we would be hearing such a ruckus.

In addition, before everyone begins throwing stones, there are many examples of similar infractions of the truth and outright deception that warrant examination by the ad industry.

Frank A. Miele
Holmdel, N.J.

A better drug message

As a recent attendee at TvB's annual conference, I viewed a videotaped report from the Partnership For a Drug Free America. In the report, Partnership Director Michael Townsend reiterated his appeal to our industry for generous PSA support and shared the good news that the campaign continued to yield significant positive results.

Earlier this year I heard Mr. Townsend speak in Seattle to a group of local broadcasters. His message then was more in-depth, but similar in tone. I vaguely recall the figure of $300-plus million worth of public service inventory as representing the broadcast industry's contribution to the cause. Research conducted by the Partnership indicated marked changes in user attitudes as a result. Mr. Townsend also offered the notion that if all the illicit drugs originating south of the border were interdicted, it would take only 90 days for those drugs to be entirely replaced with domestically-produced synthetic alternatives.

That drug use is a demand-side problem is a given. Also given is the apparent futility of the interdiction effort, despite the billions of tax dollars pushed that way. What perplexes me is why we, as broadcasters, continue to fuel the wrong message. Clearly, our $300-plus million would be better spent toward generating a citizens' action campaign to suggest that a major portion of the funds earmarked for drug-related law enforcement be reappropriated to education.

Simply stated, as goes the demand, so goes the problem. Certainly, the taxpayers have a right to know what works and what doesn't. Just as certainly, we have an obligation to tell them.

Michael Einstein
Director of business development
KING 5 TV
Seattle

List price lunacy

Sid Berstein's Nov. 19 column was, as usual, on target. I first encountered the idiocy of pricing stickers in the automotive industry when I testified some years back at the Federal Trade Commission. At the time, guidelines were being drawn up to prohibit retailers from using a manufacturer's "list price" for savings comparisons unless the list price was "the price at which the product is ordinarily and customarily sold in a particular trading zone."

FREEZE FRAME

"We got the aspirin account! A study showed our ads give people headaches."

I pointed to the auto retailer who was actually required, by law, to post a carmaker's list price. At that time, no car was sold at sticker "list price." This was in total contradiction to the FTC position. It took a long time for me to stop laughing at the FTC retort to me, that "maybe the photo industry [then under question] should get Congress to enact a special law for them, as it did for the auto industry."

Is that the way to run a business? Much less a country?

Nat Kameny
Chairman
Kameny Spitzer Felix Advertising
New York

Letters should be addressed to Viewpoint Editor, ADVERTISING AGE, *220 E. 42nd St., N. Y. 10017.*

CORRECTIONS & CLARIFICATIONS

■ The "Top 100 magazines" listing in Data File (AA, Dec. 24, P. 20) failed to include a revised figure for *Playboy*, which had revenues of $144.1 million and should have been ranked 23rd. □

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